BROADCASTING
and
Broadcast Advertising

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Deletion of Tax on Time Sales Foreseen

Impressive Case Presented by Opponents

FOLLOWING presentation last Monday of the industry's case against the proposed 5-15% Federal tax on radio's net time sales of $100,000 and more annually, definite signs were seen that the House-approved provision in the Revenue Act might be stricken out in the tax bill to be written during the next week by the Senate Finance Committee.

Apart from generally sympathetic acceptance of the advertising fraternity's logic against both the radio tax and the proposed levy on billboards, it appears increasingly certain that in its quest for bigger game the Senate committee is disposed to ignore such "small potatoes" in favor of bigger takes from gasoline, beer, tobacco and a lowering of the personal income tax exemptions. It is estimated the proposed net time sales tax would nick the broadcasting industry a minimum of $5,000,000, with some independent industry estimates running as high as $10,000,000.

Brisk Opposition

Appearing before the committee Monday, industry and labor representatives and FCC Chairman James Lawrence Fly followed up the attack against the radio and billboard imposts started Aug. 14 by agency, media and advertiser groups [BROADCASTING, Aug. 18]. Specific deleterious effects of the proposed tax on radio operations were developed in the Monday testimony of Chairman Fly; NIB President H. A. Lafount; Ellsworth C. Alvord, Washington tax attorney retained by the NAB; Mrs. Emily Holt, AFRA executive secretary; Lawson Wimberley, of IBEW; and Maurice Lynch, financial secretary of the Chicago Federation of Labor.

Providing a highlight in the hearings on the advertising tax proposals, Chairman Fly revealed during his testimony that although he regarded the House-approved radio levy as a "dubious tax", the FCC definitely is interested in establishing some form of "cost of regulation" impost or franchise tax to apply to the broadcast industry [see story on this page]. Although he gave little elaboration on the idea, even under intensive questioning by committee members, Chairman Fly clearly indicated the FCC had given serious thought to the proposition.

Haggerty Claims

A momentary stir arose last Thursday as John B. Haggerty, chairman of the board of governors of International Allied Printing Trades Assn., and a prime mover for the radio tax, was scheduled to appear before the committee. Upon failure of Mr. Haggerty to appear, a lengthy printed statement was offered and inserted in the record by John Leary, his press relations associate.

Also noticed at the hearings, in constant attendance during the advertising tax discussions, were Michael J. Flynn, Washington labor operative who has been identified with several past legislative crusades, against radio, and E. O. Keller, self-styled Washington real estate broker, for some years identified with movements to secure a broad investigation of the radio industry and the FCC, who broke into the news in August, 1940, during the Senate Interstate Commerce Committee hearings on the reappointment of late Commissioner Thad H. Brown, during which he was included among a group of Washington real estate men who allegedly "shook down" RCA [BROADCASTING, Aug. 15, 1940].

Making a final stand for the proposed levy against radio, Mr. Haggerty in his statement recommended that the impost not only should be retained, but should be doubled by the Senate. He declared there not only was no discriminatory feature in the tax, but that the radio industry was eminently capable of paying what he called "a slight tax".

In the face of Mr. Haggerty's drastic proposal, NAB President Neville Miller on Friday called for redoubled efforts to lick the tax. "The battle is far from won," Mr. Miller declared. "The bill has a long way to go. Until Congress sends it to the President without the time sales tax included, no one can be sure it's beaten. Let Congress know how you feel."

NIB President Lafount emphasized the effect imposition of the radio tax would have on the public

FCC Considers Radio Franchise Tax

Rules Committee Drafts Plea to Cover Its Overhead

A COMPREHENSIVE legislative proposal under which an excise tax based on gross receipts would be imposed upon all branches of the communications industry, including broadcasting, to defray the cost of administering the Communications Act, has been drafted by the FCC rules committee and is awaiting action of the Commission itself.

Designed to raise approxmately $2,150,000 to cover the Commission's overhead, the proposal has been considered by the Commission several times during the last three months but final action has been held up, presumably because of the pendency before Congress of the new tax bill proposing a net sales tax on broadcasting designed to yield between $5,000,000 and $8,000,000. FCC Chairman James Lawrence Fly, in testimony before the Senate Finance Committee last Monday, opposed the net sales tax as "dubious" but said the FCC is considering something in the nature of a franchise levy.

Half by Broadcasting

Drafted by the rules committee of the FCC, made up of major department heads, the proposal would embrace a recommendation to Congress setting forth the formula by which the administrative costs could be recovered. Under the plan, the broadcasting industry would be called upon to contribute approximately half of the overhead, or in the neighborhood of $1,000,000, with telephone and telegraph and cable companies contributing the other half.

Insofar as broadcasting is concerned, however, the tax would be in the nature of a gross levy, with only a $25,000 deduction, striking all stations with revenues in excess of that minimum whether they earn profits or not. FCC figures reveal that some 300 stations are in the red.

Roughly, the rules committee, with the aid of the FCC accounting department, has concluded that the figure of approximately $1,000,000 to be procured from broadcasting would represent only a fractional percentage of the industry's gross receipts. These figures, in a general way, revealed that some 765 commercial broadcast stations had gross receipts of approximately $155,000,000 during the last fiscal year. Of this amount, the networks had receipts of about $45,000,000 and would be called upon to pay a tax of some $300,000.

The 60-odd clear channel stations, with gross receipts of about $40,000,000, would be called upon to contribute $275,000 in taxes. From the some 300 regional stations with gross receipts of $53,000,000, taxes of $360,000 would be drawn. And from approximately 400 local stations, with gross receipts of $17,000,000, the tax yield would be in the neighborhood of $110,000.

This plan, according to best available information, has been considered several times by the Commission and has provoked considerable discussion. Apparently several members of the Commission feel a different basis should be developed. A number of plans have been suggested, including a fee system for filing of applications, pleadings, issuance of licenses and the like; an annual license fee system based on authorized power and hours of operation, and the gross operating receipts tax, which the Rules Committee now proposes. Some sentiment on the Commission favors a levy based on the ability of stations to pay, which might be regarded as an assessment on net profits.

Power Commission Plan

In any event, it is expected that should the 5-10-15% tax provision in the Revenue Act be killed by the Senate, having been approved by the House, the FCC before the year ends will come forth with its own plan to tax all industries regulated by it. Because there is no authorization in the existing law for this purpose, whatever action the Com-

(*Continued on page 52*)

service burden of the broadcaster, charging that the legislation "clearly ignores the sound principle of taxation in accord with capacity to pay." He warned that the ultimate effect of the tax might fall on radio listeners in the form of lower quality programs, along with an accompanying impairment of public service.

Mrs. Holt and Mr. Wimberley told committee members the proposed tax constituted a definite threat to labor, with tightening of employment a corollary development in the face of rising costs of operation for radio. Mr. Lynch contended that no provision was made to exempt non-profit operations of radio stations by labor groups and similar organizations.

Other Taxes Studied

Presenting the industry case on behalf of NAB, with a dozen station and network executives in the audience, Mr. Alvord in extemporaneous remarks and in a 33-page memorandum inserted in the hearing record argued against any arbitrary, discriminatory tax on the radio industry, whether blanketed in a general revenue bill or developed through separate legislation to establish a franchise or "cost of regulation" tax.

It has been pointed out that if the Senate decides to recoup the more than $300,000,000 knocked out of the original $3,500,000,000 measure when the House voted down the House Ways & Means Committee proposal for joint personal income tax returns for husband and wife, it will have to draw this additional revenue from fields more lucrative and less restricted than radio.

The Senate committee is known to be looking into several sources of excise revenue passed over by the House, such as Treasury Department proposals for higher tobacco, gasoline and beer taxes, which together might raise about $485,000,000.

Also it is giving considerable attention to the proposition of cutting personal income tax exemptions from $2,000 to $1,500 for married couples and from $800 to $750 for single persons. Although it is expected the Senate, in such a case, would readjust income tax rates downward, it is estimated the yield from the lowered exemptions would reach about $200,000,000.

Dubious, Says Fly

FCC Chairman Fly termed the proposed radio levy a "dubious tax", in view of its discriminatory characteristics. Under questioning by committee members, led by Senator Vandenberg (R-Mich.), Chairman Fly developed the thesis of letting the regulated pay the cost of regulation, stating that it probably would be well to consider the broadcasters along with other members of the communications industry rather than singling them out in a general tax plan. He estimated that a levy of not more than ½ of 1% of gross revenue would be sufficient to handle this item.

Remarking that the public service of the radio industry is "an important offsetting argument" against the proposed tax, Chairman Fly went into some detail regarding the industry's role in presenting not only national defense and Government programs, but also educational features, public forums and debates. He declared that broadcasting is not a big industry "in a money sense", despite opinion to the contrary.

With broadcasters supplying increasingly valuable public service, particularly along such lines as news broadcasts from all over the world, which he said were "not only highly technical and difficult, but also highly expensive", Chairman Fly declared these functions could not be regarded as merely routine to radio operation. Demands for such public service would not decrease as time went on, particularly in the present emergency, he declared, and in all likelihood operators would have to shoulder additional burdens in the way of equipment and operating expenses, such as air raid alarms, all representing additional costs. These demands of "pretty vital character" are becoming steadily more significant, more useful, and certainly more burdensome, he said.

Must Maintain Service

Speaking of the economic aspects of the broadcasting business, Chairman Fly pointed out that certain fixed costs and a certain type of service must continue despite a decreasing income. He pointed out that the percentage of net return on gross revenue for broadcasters in reality is "not awfully high", and with a continuing base of actual costs the industry, or at least a good part of it, can be run into a net loss.

756 POUNDS of fighting fury is represented in this giant tuna, caught the other day by Ira Herbert, assistant sales manager of WHN, New York, fishing off Bailey Island, Maine. The prize catch was 10 feet, 4 inches long, its girth measuring 6 feet, 4 inches. It took Herbert three hours to bring the big fish to gaff.

He noted the position that the proposed tax on radio advertising not only constituted a burden on free distribution of goods, as held by the industry, but added that it represents further discrimination between radio and other media, i.e., the granting of a Federal "subsidy" to newspapers through second-class mailing privileges "which certainly redounds to their very great benefit."

Asked by Senator Johnson (D-Col.) whether the networks would not pass on the amount of their tax to their affiliates in some way, Chairman Fly responded that there was no conclusive answer as to how it might be worked out eventually, but the fact remained that the immediate impact would be on both the network and the affiliate. He cautioned that with the tax estimated to touch NBC and CBS to the tune of about $2,000,000 a year each, based on 1940 figures, this would account for a "very heavy proportion of their income". He added that while this alone might not constitute a mortal blow, the future should be viewed with concern. He pointed out that regional networks, such as Don Lee, might be particularly hard hit by the tax and its possible effect on affiliated stations.

Favors Regulation Levy

Commenting on Chairman Fly's proposal of a "cost of regulation" levy on the industry, Senator Bailey (D-N. C.), presiding at the hearing in the absence of Chairman George (D-Ga.), averred that a man enjoying a valuable franchise ought to be willing to pay for it. Chairman Fly agreed that this was probably so, at least to the extent of "cost of regulation". He said he thought a more logical base for a franchise tax than power alone conceivably would be coverage, although that would be "none too easy".

To Senator Vandenberg's observation that networks as well as stations probably would be "ready to pay something for a firmer type of franchise" than is represented in the present one-year licenses, Chairman Fly laughed and said they probably would be willing to make a "very substantial payment".

Senator Bennett Clark (D-Mo.) precipitated a brisk exchange, [illegible] before Chairman Fly left the stand, when he inquired into the sale of WMCA, New York, to Edward J. Noble. He said there was gossip that Mr. Noble had bought the station "at a price less than the owner thought right". Chairman Fly answered that "good will" was the right term for the [illegible]

Opposed by Lynch

Maurice Lynch, financial secretary of the Chicago Federation of Labor, which owns and operates WCFL, Chicago, stated that WCFL opposed the proposed tax levy because of its discriminatory characteristics and because it represented a departure from the policy of exempting "not for profit" organizations and labor unions. Pointing to financial problems and responsibilities in connection with the operation of WCFL in the past and in the future, Mr. Lynch declared the "proposed burden would cause the abandonment of many "good intentions" and future plans of the station.

Lafount Cites Objections

Appearing as president of [illegible] Mr. Lafount, a Federal Radio Commissioner from 1927-34, told the committee the independent stations do not oppose enactment of heavy taxes per se, so long as the burden of financing the defense program and other Government expenses is equitably distributed. He charged that the proposed levy discriminates against the broadcasting industry, taxing its only source of revenue even in the case of broadcasters operating at an actual loss. He estimated that 300 stations operate in the red, and declared that if the tax is to apply to them as well as to profitable operations, the legislation "clearly ignores the sound principle of taxation in accord with capacity to pay".

"I appreciate the fact that lower-income stations are exempt from this proposed tax," Mr. Lafount commented. "It would nevertheless cut into the operating funds of independent stations whose incomes are in excess of $100,000 but whose profits are little or nothing. It is the plight of these stations which I ask you carefully to consider.

"You can readily see that a broadcaster who is operating at a loss acquires no special capacity to pay an extraordinary tax merely because his gross income may exceed $100,000. I find it difficult to believe that Congress would lay down a policy of exacting a special contribution from those broadcasters who are unable to make both ends meet and at the same time maintain a high standard of public service.

Rising Costs

"Obviously, if the broadcaster is to serve the public well, he must sell enough time to meet all his legitimate expenses. Radio broadcasters

AFM Opposes Tax

EXTENDING still further the front of labor's opposition to the proposed 5-15% Federal tax on radio's net time sales, James C. Petrillo, president of the American Federation of Musicians, last Thursday sent the following wire protesting the tax to Chairman George (D-Ga.): "The AFM has gone on record by a unanimous vote of its international executive board protesting a 15% tax on the gross radio receipts on the grounds that the more tax paid by radio stations, the more unemployment of all crafts will be the ultimate outcome of the entire matter."

casting is still a comparatively new art, and therefore its continued development necessitates frequent changes in the rules and regulations laid down by the FCC. New rules often mean that our equipment must be adjusted, modernized, supplemented, or replaced. In addition we must meet the costs of attending hearings and hiring legal and engineering talent. These extra costs may be regarded as a special burden already imposed on the broadcasting industry.

"To these expenses must be added fees for authors, composers, performing artists and guilds, as well as salaries for musicians, with the rate of pay and the number of musicians to be hired dictated by the union. Then, of course, we have regular overhead expenses such as rent, power, light, heat, salaries, news services and so forth. The difficulty of meeting these expenses has increased, moreover, because the larger number of stations now operating intensifies the competition we must meet.

Would Impair Service

"If you increase our costs of operation still further, you will compel us to sell more of our limited broadcasting time and thus impair, to that extent, the service we can render to the public. In other words, this proposed tax would, in many cases, fall upon radio listeners in the form of lower quality programs. Some of the taxes in this bill are apparently designed to cut down consumer buying of materials that are needed for defense. But surely there would be no point in curtailing the flow of good entertainment over the air. On the contrary, the present emergency has intensified the need for high quality broadcasting.

"The principal thought I would like to leave with you is that the broadcasting industry is already making an enormous contribution to the cause of national defense. If the independent stations were to be paid for the programs and announcements broadcast for the Government, they would be very profitable, and in that case should be taxed accordingly. But please do not require us to pay the discriminatory tax proposed in this bill—plus corporation taxes and personal income taxes—while we are giving so much free time to the Government and paying for the entertainment necessary to hold our listeners.

Unions Opposed

"That levy would impose an unfair burden upon an industry already making a heavy sacrifice to the cause of national unity and strength in this emergency. More important still, it would tend to impair the quality of radio programs and thus weaken a great system of public communication at a time when it should be strengthened."

Labor unions' opposition to the radio tax was expressed by Mrs. Emily Holt, executive secretary of AFRA, and Lawson Wimberley, of IBEW. Pointing out that the ups and downs of radio business are related directly to AFRA members' employment, Mrs. Holt observed that 85% AFRA members earned not more than $5,000 a year, with most members making only $2,000 a year and less, and only 10 or 15% enjoying incomes above that figure. Any dislocation of radio revenues would be bound to have a paralleling effect on employment of station personnel and talent, she averred.

Mrs. Holt cited two definite possibilities, both deleterious in their effect on AFRA members, that would result if the tax were carried through — the tax might be passed on to sponsors in the form of increased rates or charges, which would force some sort of curtailment in employment in connection with the sponsor's shows, or if the burden were absorbed by radio management, it would be difficult or impossible to maintain AFRA's minimum scale employment contracts.

Before leaving the stand Mrs. Holt read to the committee the text of a resolution adopted in mid-August at the Detroit AFRA convention:

AFRA vigorously protests against the special tax levied against the radio industry, adopted by the House of Representatives in Section 601 of Title VI of the Revenue Act of 1941 and now under consideration by the Senate Finance Committee.

This proposal is discriminatory legislation against the radio industry and therefore concerns the welfare of every radio performer, who will in the last analysis pay part of this tax in the form of wage adjustments.

Radio performers now pay their income and emergency taxes to meet the national crisis just as do all other loyal Americans.

There is no justice or equity in imposing this special tax upon the industry in which we are working, and our national executive secretary is instructed to place our organization on record before Congress as opposed to the radio tax.

IBEW Opposed

Mr. Wimberley said IBEW opposed the proposed tax on the basis of its singling out radio. Reviewing the origination of the radio tax idea, he commented that an "amusement tax" on radio had been urged by the Allied Printing Trades Assn., headed by John B. Haggerty, and that this idea had been advanced further by Rep. Connery (D-Mass.) in a bill to establish such a tax.

Observing that he could see no possible benefit accruing to the printing trades unions from such an impost, he declared the very proposal of such a punitive measure discredited its proponents. Emphasizing that the printers' union stands alone in championing a tax on radio, Mr. Wimberley called attention to the AFL executive council resolution opposing the radio tax [BROADCASTING, Aug. 18].

Alvord's Plea

Inserting into the hearing record a 33-page memorandum, which he said "certainly answers every conceivable basis for the tax", E. C. Alvord, Washington tax attorney retained by the NAB, made a strong plea for deletion of the radio tax from the Revenue Act. He declared the NAB's and the industry's objections to the tax were based on three distinct considerations: (1) The proposed tax on radio is the first tax to be levied on gross receipts; (2) it discriminates against radio; (3) it is not justified in view of the impressive public service outlay being made by the radio industry.

Mr. Alvord's extemporaneous remarks during his brief appearance on the stand were directed chiefly to the "cost of regulation" proposition, which drew considerable attention from committee members. Although a non-discriminatory franchise tax for radio facilities might be acceptable, the broadcasting industry should not be singled out as the pioneer industry to be covered in the franchise tax experiment, he declared, pointing out that other pursuits such as transportation, banks, communications logically should be included, with radio one of the last to be touched.

He emphasized the point that with virtually every industry in the country regulated in some way by the Government, a franchise tax scheme necessarily would have to spread and spread if it were to be completely non-discriminatory as between industries.

Broadcasters' Share

Senator Bailey expressed agreement with these facts, but countered that "radio enjoys a license of monopolistic character", and although "I don't like this tax at all", he thought the necessary $2,000,000 for FCC operation might be secured under some sort of franchise plan. Mr. Alvord explained that a radio license is not in itself any symbol of monopoly, since stations must compete between themselves and with other media. He estimated that the cost of radio regulation amounted to only 1/5 or 1/6 of the cost of operating the FCC, and that broadcasters certainly should be called upon for no more than this share.

Emphasizing the far-reaching results accompanying any tax on advertising, with its probable effects on distribution and sales, Mr. Alvord stated that with the contemplated excise tax rates estimated

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FCC May Propose Change In Law to Cover Newspapers

Legislative Course Rather Than Amendment of Rules Now Indicated in Official Circles

REPORTS are current in official radio circles that the FCC has altered its course in its newspaper divorcement proceedings, to be resumed next month. The objective will be legislative recommendations to Congress, it is stated, rather than to invoke regulations under the present radio law.

While no policy has yet been adopted, it is understood that reaction from high places, particularly in Congress, has been such that Commission members feel that would be the expedient course.

At least one important Congressional spokesman is understood to have advised the Commission through Chairman James Lawrence Fly that Congress would prefer to see no attempt made to enforce regulations designed to deprive newspapers of station ownership until the appropriate committees in Congress have had an opportunity to examine the whole matter in formal legislative proceedings.

And Vice Versa

Meanwhile, there have been indications that the Commission proposes to extend the scope of its inquiry to ascertain not only the effect of newspaper ownership upon broadcast stations but also the reverse situation. In other words, it is learned from inquiries made by the Commission's legal staff that it has in mind ascertaining the effect of station ownership or network ownership upon newspapers.

In this connection, there came into speculative play the likelihood that the Commission desires to ascertain the effect of such situations as the *Chicago Tribune's* part-ownership of MBS. The *Cleveland Plain Dealer*, operating WHK and WCLE, also is a participating member of MBS.

Presumably the Commission, in this phase of its inquiry, would seek to determine the bearing of one medium upon the other. Recent communications from the special staff handling the newspaper divorcement inquiry has indicated this new phase might be opened.

Meanwhile, the Newspaper-Radio Committee, headed by Harold V. Hough, Fort Worth broadcaster, is continuing preparation of its case for resumption of the hearings Sept. 17. The proceedings recessed Aug. 1 until Sept. 17, after five sessions during which testimony was taken [BROADCASTING, Aug. 4].

To make an analysis of the Commission's exhibits on newspaper ownership and revenue factors, which were under sharp attack during the sessions, the Newspaper Radio Committee has retained Drs. Richard Mead, assistant professor of marketing, and J. Parker Bursk, associate professor of statistics of the Wharton School of Finance & Commerce, U of Pennsylvania. They will work under Dr. Herman S. Hettinger, associate professor of marketing at the Wharton School, in making these analyses.

Durr Is Mentioned As Candidate for Vacancy on FCC

Alabaman Now RFC Official; West Also Mentioned

A NEW formidable candidate for the vacancy on the FCC created by the retirement last June of Commissioner Frederick I. Thompson developed last week with widespread reports that Clifford Durr, ace New Deal attorney of Montgomery, Ala., would be offered the post.

While confirmation was not forthcoming from the White House, reports were current both in Washington and in Alabama that Mr. Durr, now assistant general counsel of the Reconstruction Finance Corp. and general counsel of its subsidiary Defense Plant Corp., was a leading prospect for the post.

If nominated, he would have the wholehearted support of Senators Bankhead and Hill of Alabama, it is understood, though the latter legislator is committed to the endorsement of Commissioner Thompson for reappointment. It is thought, however, that there is little chance of Mr. Thompson being renamed, since the President permitted his term to expire June 30 without comment.

West Mentioned

Along with the name of Mr. Durr was the report that former Rep. Charles West of Ohio, an erstwhile anonymous assistant to President Roosevelt handling Congressional contacts, had been offered the Commission post but had rejected it. There was no confirmation however. Mr. West, well-known in New Deal circles, is now in private practice in Washington. He had been nominated for a railroad inquiry position some months ago but the President withdrew his name after complaint about geographical representation, it is understood.

Meanwhile, there has been no clear-cut indication that the President intends filling the Commission vacancy any time soon, despite campaigns on behalf of a number of candidates. The President has been preoccupied with war and defense matters almost to the exclusion of all other activity, it was pointed out. Moreover, it was thought in some circles that the President desired to take his time in making a selection because of the hot water in which the FCC has been navigating.

With legislation pending for reorganization of the FCC in both Senate and House, and with the President on record as of two years ago in favor of sweeping revision of the Commission organization, it was thought entirely possible that he might revive his support for a new law, particularly if the controversy persists.

Mr. Durr is 42 and received his A.B. degree from Alabama U and his law degree from Oxford in 1922 as a Rhodes scholar. Upon his return to the United States, he worked for a year with a Montgomery law firm, then for a year-and-a-half with a Milwaukee firm, and for the following eight years with a Birmingham firm. He came to Washington in 1933 as a member of the RFC legal department, was named assistant general counsel in 1937, and since last August has been general counsel also of Defense Plant Corp.

Mr. Durr was a member of the Advisory Committee of Lawyers which studied and made recommendations for Civil Service employment of lawyers in the Government organization and also is a member of the Board of Legal Examiners created last June by Presidential order to deal with the problems of lawyers in Civil Service. Mrs. Durr is a sister of Supreme Court Associate Justice Hugo Black.

Among others mentioned as possible appointees to the FCC vacancy are Maj. Gen. Joseph O. Mauborgne who retires Sept. 30 as Chief Signal Officer of the Army [BROADCASTING, Aug. 18]; FCC Secretary T. J. Slowie, an Iowa Democrat whose candidacy has been espoused by friends high in Administration circles; G. W. Johnstone, former radio director of the Democratic National Committee and now radio director of the Committee for the Celebration of the President's Birthday; Edward Roddan, assistant publicity director of the Democratic National Committee and a former Washington newspaper correspondent, who is said to have the endorsement of Edward J. Flynn, chairman of the National Democratic Committee; Fulton J. Redman, Portland, Me., attorney and industrialist.

ANPA Traces Recent Growth In Federal Advertising Control

Issues Bulletin Showing How Government Offices Have Attacked the Advertising Industry

TAKING UP the cudgels against increasing Government encroachment in the advertising field, American Newspaper Publishers Assn. last Wednesday issued a bulletin tracing the evolution of Federal controls over advertising since 1933. Among the consistent attackers of advertising, in some form or another, in the Federal organization the bulletin lists the Department of Agriculture; Assistant Attorney General Thurman Arnold, in charge of the Antitrust Division; Federal Alcohol Administration, and "to a limited degree" certain elements in the Federal Trade Commission.

Prefacing and concluding an agency-by-agency review of anti-advertising activities somewhat similar to the compendium published in BROADCASTING, Aug. 11, the bulletin warned of the continuing advance of this movement and called for "more interest by people other than those directly engaged in preparing, paying for and printing advertising."

"During the past 10 years there has been increasing evidence of antagonism to advertising with a desire by various agencies and officials of government to control, or regulate or prohibit advertising," the bulletin declared. The trend toward regulation and prohibition seems to be increasing rather than decreasing and takes many forms, such as attacks on the accuracy and truth of advertising; taxes on advertising; attacks on the ground that advertising is an economic waste; elimination of advertising by groups which are under the control of some agencies; efforts to eliminate harmless "puffery" in advertising language; the building up of consumer distrust of advertising; and legislation to prohibit certain forms of advertising or advertising by certain groups and professions.

"First of all, publishers wish to make it plain that there is no objection to efforts to eliminate false and misleading advertising. Publishers themselves have voluntarily accomplished much in that direction, and have done so with the cooperation of advertising agencies and advertisers, all of whom have recognized the necessity of truth in advertising. Practically all newspapers have their own individual rules of censorship covering advertising copy.

Entire Structure Attacked

"The practices of agencies in the Government, however, of using the term 'false advertising' as a mask with which to cloak a very evident desire to restrict or prohibit all advertising or to subject it to Government control have been and will continue to be protested by those sincerely interested in advertising.

"It is plain that more interest should be taken in what is happening to advertising by people other than those directly engaged in preparing, paying for and printing advertising. Our entire economic structure is under attack, and a great strain is being placed on our economy by the national defense program and war developments throughout the world.

"Has there been any recognition in Washington and in the 48 State capitals of the nation that the progress made in the United States by concerns using successful advertising is directly related to the place that the United States holds as the outstanding and most efficient producing country in the world with the highest standard of living? This good fortune has come to the American people through their own efforts, perseverance and toil, and not as a gift from Government. What is to be done about this proposition now?"

Hanson to Appe... Subpoena Decisio...

Circuit Court to Be Ask... For Review of Ruling

TAKING exception to an Aug... opinion of Justice James W. ... ris, of the U. S. District Court ... the District of Columbia, up... ing the FCC position that it ... the power to subpoena witn... and conduct general hearings ab... lines of the newspaper-owner... inquiry, Elisha Hanson, AN... counsel, last Thursday filed a ... tice of appeal with the Dist... Court, preparatory to taking ... case to the U. S. Court of Appe... for the District of Columbia.

Under Justice Morris' me... randum opinion [BROADCAST... Aug. 18] and through an order ... sequently signed by him, James ... Stahlman, publisher of the N... *ville Banner* and former AN... president, would be required to ... swer a subpoena to testify at ... newspaper-ownership investigati... now scheduled to reopen Sept. 1...

Other Witnesses

With the Stahlman proceed... regarded as a far-reaching te... the FCC's powers to subpoena w... nesses and hold hearings, it is p... sumed the outcome of the case ... determine the action of other ... nesses called at the newspap... ownership inquiry under subpo...

Following arguments similar ... those developed at oral argum... before Justice Morris, Aug. 11, ... opposition to the FCC's claims. ... Hanson in his notice of ap... maintained the FCC has no po... under the Communications Act ... adopt or apply any policy or ... mulgate rules which would ... newspapers or individuals id... fied with newspaper publis... from holding a broadcast lice... that the FCC has no jurisdic... over Mr. Stahlman to compel ... to testify in connection with Or... No. 79 and 79A; that the FCC ... no power to conduct an inq... such as the newspaper-owners... proceeding. During oral argu... Mr. Hanson had argued that ... the inquiry was illegal, the s... poena issued against Mr. St... man, who is now on active duty ... the Public Relations Office of ... Navy as a lieutenant comman... is a nullity in the eyes of the ...

The Stahlman case came to ... after Mr. Hanson on the ope... day of the newspaper-owners... proceedings, July 23, indicated ... FCC Chairman James Lawre... Fly he had suggested to four ... nesses subpoened by the FCC ... they refuse to appear in what ... described as "illegal proceeding... In his memorandum opinion ... holding the FCC argument pres... ed by Thomas E. Harris, FCC ... sistant general counsel, Just... Morris appeared to take the p... tion that newspaper interests ... ceivably had more to gain than ... lose in the FCC proceeding. ... that possibly newspapers would ... shown to be an even more desir... type of licensee than now conce...

NBC, CBS Believed Planning Appeal to Court on Net Rules

Negotiations Cease as Labor Day Approaches But Action Is Expected to Resume in September

A HIATUS in the major network-FCC conversations looking toward a compromise of the chain-monopoly regulations until after Labor Day appeared inevitable last week, with all signs pointing to a court attack by NBC and CBS prior to the Sept. 16 effective date.

Not a wheel was turned last week in the negotiations between FCC Chairman Fly and the network heads, each side apparently waiting for an overture from the other. No session has been held, in fact, since Aug. 7 when Chairman Fly handed the networks a virtual ultimatum that they accept and petition for a modified version of the time option rule or submit to the rules as originally drafted [BROADCASTING, Aug. 11, 18].

Expect Court Action

The only development since the rupture in conversations was the filing by MBS on Aug. 14 of its petition for amendments to permit network optioned time and longer contract periods [BROADCASTING, Aug. 18]. Neither NBC nor CBS has made any moves toward submitting similar petitions, as requested by Chairman Fly, on the ground that the demands made by the FCC are untenable.

As a result of all this, it is expected these networks will go to court between Sept. 2-10, probably in New York, to enjoin the Commission from making any of its rules effective. That is regarded as the only course open, unless Chairman Fly on his own motion reopens the conversations or orders an informal hearing or argument on the MBS petition. Action presumably must be taken on the MBS pleading prior to the Sept. 16 deadline.

Little chance of any activity between now and Sept. 1 is seen, since the Commission does not plan to hold regular sessions and since Chairman Fly and Commissioner Paul A. Walker, who participated in the final phases of the conversation with NBC and CBS, left last week to attend the annual convention of the National Assn. of Railroad & Utility Commissioners in St. Paul, Aug. 26-29.

Both NBC and CBS, it is made abundantly clear, are poised for the litigation, with parallel suits probably to be brought in the Federal District Court in New York or probably a three-judge statutory court of appeals in New York. In either event, the suits will be to enjoin the Commission from making any of its regulations effective. If the suit is brought before the statutory three-judge court, it probably will be under Section 402A of the Communications Act and will seek to annul, set aside or enjoin the Commission.

In addition to the absence from Washington of a majority of the Commission, NBC President Niles Trammell, who has sat throughout the protracted sessions which began in July, is on vacation—probably until Labor Day. William S. Paley, CBS president, who with his chief lieutenant, Edward Klauber, executive vice-president, likewise has participated in all of the FCC conversations, is in New York and presumably would be available for any conference called.

Chairman Fly, at the final session, insisted there would be no further postponement of the Sept. 16 effective date. Originally the rules were to have become effective on Aug. 2, but the Commission, July 21, authorized the postponement upon petition of NBC and CBS, with MBS not opposing.

When the postponement was authorized, it was tacitly understood that every effort would be made to reach a compromise, notably on the time option clause, as expeditiously as possible, in order to allow the networks at least 30 days to revise affiliation contracts to meet the new requirements. That procedure now is out of the question, since there is little chance of any agreement before the Labor Day holiday. If conversations are reopened and litigation is averted, it is assumed a postponement of the Sept. 16 date will be authorized.

Unless there is a postponement or unless an injunction is granted by the courts, many affiliated stations, notably those on the NBC networks, will find themselves in a quandary. Existing contracts, under the rules as now written, would violate the new rules and stations would face punitive action by the FCC. On the other hand it is thought most affiliates would be inclined to enter into a "'gentlemen's agreement" with their respective networks to retain the status quo insofar as clearance of network programs is concerned until the whole issue is adjudicated.

When the conversations hit the rocks again in early August, there had been virtual agreement among the FCC law department, CBS and MBS on the time option provision advanced by MBS. NBC, however, was adamant because of the effect of this proposed formula upon the Blue Network, ultimately slated for sale under one of the eight rules adopted by the Commission. Chairman Fly then kicked out the entire proposal and offered his own [BROADCASTING, Aug. 18], which proved unsatisfactory to all three network organizations.

Effects of Plan

It was following this conference that Chairman Fly delivered the "'take-it-or-leave-it" ultimatum as a result of which MBS filed its petition restating its own proposal.

Generally, it is felt the plan proposed by MBS through its counsel, Louis G. Caldwell, and General Manager Fred Weber, would in effect protect CBS and the NBC Red, as well as MBS, but place the Blue in out-and-out competition for affiliates with MBS.

While it appeared anybody's guess as to what might happen, it was thought in informed circles that before a final break and before litigation actually is attempted, some device will be used to reopen the conversations. The MBS petition provides a basis on which the Commission conceivably could set informal arguments or perhaps schedule another hearing. Chairman Fly appeared to be in the position of waiting for NBC and CBS to make the next move.

2,000-Mile Baton

VACATION did not stop Andre Kostelanetz from participating in his program, *The Pause That Refreshes*, on CBS as the maestro, employing a two-way hookup between WABC, New York, and XEQ, Mexico City, not only rendered a piano solo but also gave a 2,000-mile downbeat to start his orchestra in New York.

PREVIEWERS of *Maude's Diary*, new serial sponsored on CBS Thursdays, 7:30 p.m., were these sponsor and agency folk. The serial made its debut Aug. 14. At the preview performance were: (l to r) Mrs. Cedric Seaman; Cedric Seaman, sales manager of Continental Baking Co., the sponsor; Walker Everett, of Ted Bates Inc.; Mrs. Ted Bates; Mr. Bates; Lee Mack Marshall, Continental advertising manager.

Network in Mexico Ties Up With NBC

Azcarraga Group Affiliates; Will Relay Programs

AS A MAJOR STEP in the development of its intercontinental broadcasting service, NBC on Aug. 21 announced that Mexico's network of 21 stations, Cadena Radio-Difusora Mexicana, S. A., is now affiliated with the NBC Pan-American network. The announcement was made by Frank E. Mullen, NBC vice-president and general manager, following a radiophone conversation with John F. Royal, NBC's vice-president in charge of international relations, now on tour in Latin and South America.

The Mexican network was organized not long ago by Don Emilio Azcarraga, president of XEW, Mexico City, key station of the group. XEW now operates on 100,000 watts with a CP for 200,000, making it the most powerful radio station in the Western Hemisphere.

In addition to entertainment and public service programs regularly broadcast in this country on NBC's Red and Blue networks, a series of exchange programs are included in the program plans now under way between the two networks.

The longwave Mexican stations making up Cadena Radio-Difusora Mexicana include: XEW, Mexico City; XEDK, Guadalajara; XERJ, Mazatlan; XECF, Los Mochis; XECZ, San Luis Potosi; XES, Tampico; XEFI, Chihuahua; XEBI, Agua Caliente; XEBO, Irapuato; XECW, Cordoba; XEME, Merida; XEFB, Monterrey; XEHV, Vera Cruz; XEMU, Piedras Negras; XEBH, Hermosillo; XEJR, Parral; XESA, Culiacan; XEBQ, Torreon; XEBJ, Victoria; XERK, Tepic, and XECH, Mexicala.

PROPAGANDA PROBE WILL START SEPT. 3

TO LOOK into charges that radio broadcasts and motion pictures are being used to spread pro-war propaganda, a subcommittee of the Senate Interstate Commerce Committee on Sept. 3 will start public hearings to determine the merits of a resolution calling for a far-reaching committee investigation in these fields, introduced Aug. 1 by Senator Bennett Clark (D-Mo.) and Senator Nye (R-N.D.) [BROADCASTING, Aug. 11].

The five-man subcommittee, headed by Senator D. Worth Clark (D-Ida.), includes Senators Bone (D-Wash.), McFarland (D-Ariz.), Brooks (R-Ill.), and Tobey (R-N.H.).

According to Chairman Clark, the subcommittee hearings likely will last through September. About 15 representatives of movie producers and companies have been invited to appear starting Sept. 3, and after testimony is taken regarding the motion picture situation, the radio field will be studied. It is expected radio industry witnesses will appear during the last half of September.

ASCAP-by-Labor-Day Rumor Blasted

NAB Executive Group To Study Draft of NBC Contract

REPORTS that ASCAP music would be back on NBC by Labor Day and on CBS shortly thereafter were exploded late last week when it developed that copies of the preliminary draft of the NBC-ASCAP contract had not been concluded on Friday, with little likelihood of completion of the paper work prior to Wednesday, Aug. 27.

Copies of the preliminary draft, still subject to change, were to be laid before the NAB Executive Committee, meeting in New York on that day, for comment and criticism but not for approval. Presumably stations affiliated with the Red and Blue Networks will not be sent the form until these deliberations are concluded.

Many Objectors

Despite optimism exuded by both NBC and ASCAP that the contract form shortly would be invoked, there was little to substantiate this view in reactions from individual stations. Many broadcasters, notably in the West and Southwest, reported they had refused to accept the agreement on its present terms. Most of the stations appeared to be awaiting the formal language of the proposed contract before making a final decision.

Copies of the preliminary draft were to be sent to members of the IRNA Executive Committee, as a formality, since the committee already had notified NBC outlets of its approval "in principle" of the deal, assuming it carries changes suggested by the group [see text of IRNA statement on page 22].

Meanwhile, the ASCAP Radio Committee had begun its perusal of what was to be the final draft, over which Herman Finkelstein, of Schwartz & Froelich, ASCAP general counsel, and Robert P. Meyers, of NBC's legal department, had labored for nearly three weeks, putting into legal language the conditions previously agreed upon by NBC and ASCAP executives.

No hitch is expected at the ASCAP end, where the Radio Committee will, if all goes well, send the contract to the ASCAP board of directors with recommendations that it be approved. The board, which three weeks ago ratified the informal document, is expected to put its O.K. on the contract without delay.

May Be Changed

Strong possibility was seen that changes in the present wording will evolve after consultation with the NAB Executive Committee. Moreover, it was thought ASCAP might offer counter-measures. All this would tend to hold up mailing copies of the contract to the networks' affiliates in the hope of avoiding the necessity of sending out corrections and explanations which might create confusion among the stations.

NBC said response from affiliates has been "satisfactory" to date but it declined to divulge the actual count. On the other hand, reports from individual stations, particularly those which have fought the copyright battle over the years, indicated no great haste in aligning with ASCAP until safeguards are applied. A week ago NBC said it had a total of 75 responses, with 57 favorable, 11 unfavorable and seven borderline.

Miller Calls Meeting

NAB President Neville Miller called the Executive Committee meeting first for Monday and then for Wednesday when it appeared evident that the NBC-ASCAP draft contract would be available. Because of the position taken by IRNA [see page 22] that it accepted in principle the form of contract only if specified conditions were met, it was thought the executive committee would be disinclined to urge overall acceptance of the formula unless adequate protections all down the line were afforded in the written terms of the compact.

Text of the letter from IRNA executives to NBC affiliates, analyzing the ASCAP deal and endorsing it, will be found on page 22 et seq.

The NAB board, at a meeting in Washington Aug. 6-7, authorized its executive committee to counsel with any broadcasters negotiating with ASCAP for contract renewals. A motion adopted by the board specifically instructed the committee "to meet with negotiators on music contracts and to cooperate with them in devising terms for the use of music, which will be as widely acceptable as possible."

In question are such matters as clearance at the source of transcriptions, handling of special arrangements, disposition of pending infringement suits, and other collateral considerations regarded as of fundamental interest to affiliates and independents.

Members of the executive committee to attend the Wednesday meeting and make themselves available for these consultations are, in addition to President Neville Miller who sits as chairman, James D. Shouse, WLW, Cincinnati; Joseph O. Maland, WHO, Des Moines, representating large stations; Don S. Elias, WWNC, Asheville, and John J. Gillin, Jr., WOW, Omaha, for medium stations; John Elmer, WCBM, Baltimore; William H. West, WTMV, East St. Louis, for small stations.

The Position of CBS

Although there has been no assumption of negotiations between CBS and ASCAP and although CBS executives have declined comment on the NBC contract, the attitude was prevalent, particularly in ASCAP circles, that once a deal is consummated with NBC, CBS would be disposed to accept similar terms.

The fact that NBC has not NAB Executive Committee approval of its contract indicates that terms of the deal to resume ing ASCAP music both to the works and their affiliated stations are a matter of concern to the entire broadcasting industry and not only to NBC and its affiliates. Once there is a unanimity of opinion on the contract terms it is expected they will be used with substantial change by all networks and stations wishing to resume ASCAP music.

Mutual Reply to IRNA

Meanwhile, the IRNA letter evoked an immediate response from MBS, whose general manager, Alfred Weber, on Aug. 20 wrote IRNA Chairman, Samuel R. Rosenbaum to point out that the more advantageous terms of the NBC-ASCAP contract could not have been secured without the groundwork laid by MBS in its prior negotiations with ASCAP. The letter read:

"Today we received the six copies of the IRNA affiliates' memorandum to NBC affiliates, including your direct renewed participation in IRNA since the completion of the Senate hearings on the radio monopoly report.

"Since your memorandum of the 19th of August was addressed to NBC affiliates over the signature of the IRNA committee, we would not have considered Mutual involved had you not felt an obligation to refer to the alleged advantages between the NBC-ASCAP agreement and that of Mutual. Don't you think your memorandum exerts itself to stress what appears to be only two points of variation between the two arrangements? For some obvious reason you neglect that:

"One—The most favored nation exists for radio stations because the Mutual network insisted upon it before completing its contract arrangements.

"Two—There can be little doubt that the present percentage is a result of Mutal's earlier negotiations to obtain the fee effective on May 19, 1941, combined with the vast bargaining power of the other networks.

"Three—The network copyright formula maintained in the NBC-ASCAP agreement was developed to protect the interests of stations concerned with the Mutual network because of its type of operation in which the stations

(*Continued on page 53*)

Dr Levy Called Up

DR. LEON LEVY, president of WCAU, Philadelphia, was called to active duty on Aug. 18 in the Naval Reserve, Temporarily stationed at the Philadelphia Navy Yard, he will serve for the duration as lieutenant commander in the Naval Intelligence Radio Division. Operation of the station will continue under the direction of Isaac D. Levy, WCAU secretary-treasurer.

Dr. Levy

Bulova Using 260

BULOVA WATCH Co., New York, on Sept. 21 will increase its current campaign of time signals 7 to 70 times weekly by adding about 60 stations to its present list of 200. The campaign to run until Christmas and probably throughout the winter is the largest used by Bulova since it started radio advertising some 15 years ago. Agency is Biow Co., New York.

GEORGE FLEMING, aviator son of Howard Fleming, owner of CFOS, Owen Sound, Ont., and the *Owen Sound Sun Times*, is reported missing following air operation on Aug. 15, according to word received by his parents from the British Air Ministry. He was a member of the first Canadian bomber squadron of the Royal Air Force, and participated in raids on Berlin a few nights earlier.

Rexall Discs

UNITED DRUG Co., Boston (Rexall products), for its semi-annual fall one-cent sale in October, will utilize a series of four transcribed quarter-hour programs, *Rexall Parade of Stars*, on more than 100 stations nationally. NBC Hollywood Radio-Recording Division is slated to cut the series Sept. 6, with talent including Ken Murray, comedian; Kenny Baker, tenor; Meredith Willson's orchestra; and Harlow Wilcox, announcer. Walter Craig, program director of WMCA, New York, under special arrangement, is to be in charge of production for Street & Finney, New York agency servicing the account.

Carpet Firm's Plans

ALEXANDER SMITH & SONS Carpet Co., Yonkers, which earlier this year ran a campaign for its rugs and carpets on women's programs in New England, is planning a fall campaign in New England similar to the first. No details will be released till September, according to Anderson, Davis & Platte, New York, agency in charge.

Insurer's Spots

ALL-STATE INSURANCE Co., Chicago (auto insurance), has placed quarter-hour participations three to six times a week on WOR, New York; WCFL, Chicago; WBAL, Baltimore; WJR, Detroit; WFBL, Syracuse; WHEC, Rochester; WHP, Harrisburg. Agency is E. H. Brown Adv. Agency, Chicago.

WKBN

YOUNGSTOWN · OHIO

Columbia Network

NOW ON

FULL TIME!

570 KC

DAY, 1000 WATTS
NIGHT, 500 WATTS

Coming Soon
5000 WATTS

Plan your next sales campaign to include complete Youngstown coverage with its suburban and plus market. Utilize the improved facilities of WKBN (570 KC), the only FULL TIME REGIONAL NETWORK STATION serving the Youngstown market . . . blanketing Eastern Ohio and Western Pennsylvania with strong, clear, interference-free reception. Use WKBN to tap this rich industrial area of more than a million purchasers.

NATIONAL REPRESENTATIVE . . . PAUL H. RAYMER COMPANY

Lever Bros. Plans Swan Soap Drive

Several Millions Budgeted in Campaign for New Soap

LEVER BROS., Cambridge (Swan soap), through Young & Rubicam, New York, on Oct. 7 starts sponsoring the weekly half-hour *Burns & Allen Show* on more than 60 NBC-Red stations, Tuesday, 7:30-8 p.m. (EST), with West Coast repeat, 6-6:30 p.m. (PST). Besides Gracie Allen and George Burns in a new comedy formula, the show is to include Paul Whiteman's orchestra, a male singer, guest talent and others. Sam Perrin and Artie Phillips have been signed as writers, with two more to be added before the series gets under way.

Tying in with its radio, and spending several million dollars, the firm is launching an intensive merchandising and promotion campaign for the new product. Besides extensive use of transcribed announcements featuring Gracie Allen on local stations, it is understood the schedule will include splash ads in 860 newspapers as well as leading magazines and 24 stands nationally. Spot radio campaign, it was said, will be one of the most extensive ever scheduled by a sponsor.

Personnel Changes

Glenhall Taylor who has produced the CBS *Slver Theatre* for three seasons, becomes agency producer of the *Burns & Allen Show*, with Al Scapone assisting. Ted Sherdeman, NBC Hollywood writer-director, resigned that post to join Young & Rubicam and takes over Taylor's former assignment as producer of *Silver Theatre* which resumes Oct. 5 under sponsorship of International Silver Co., on 57 CBS stations, Sunday, 6-6:30 p.m. (EST), with Mickey Rooney as first guest star. Filling the NBC vacancy created by resignation of Sherdeman is Dave Elton who has taken over production of the weekly sustaining *Latitude Zero*. Archie Scott, of NBC Chicago, has been transferred to Hollywood for writer-producer assignments.

More Salt Spots

INTERNATIONAL SALT Co., Scranton, Pa., on Sept. 23, after a recess of 13 weeks, will resume participations in the *Marjorie Mills* domestic science programs on the Yankee Network and similar programs on WCKY WJZ WRC KDKA WGY WKBW WFBR WSYR WHAM WCAU WWL, contracts running 6 to 13 weeks. Other radio plans for fall are under consideration but not yet completed, according to the agency, J. M. Mathes Inc., New York.

A STAGE, Screen and Radio Division has been formed by Fight for Freedom Inc. in its anti-Nazi campaign, with several broadcasts planned in the near future. Among backers of the movement are Lowell Thomas and William L. Shirer, commentators. Co-chairmen are Burgess Meredith and Helen Hayes.

REUNION OF WWJ VETERANS at 21st birthday party of the *Detroit News* station Aug. 20. Left to right: Ty Tyson, chief sports announcer who has been with the pioneer station practically since its inception; Fred Waring, bandman who first played over WWJ in 1921; William J. Scripps, son of the newspaper's publisher, who as a youngster founded what was to become WWJ.

Celebrities and Pioneer Broadcasters Join in WWJ's 21st Anniversary Fete

CELEBRATING its 21st anniversary last Wednesday, WWJ, of the *Detroit News*, brought celebrities and pioneer broadcasters to its microphones and keyed a special program to NBC-Red to tell the world that it was the first station still in existence to broadcast regularly scheduled programs of entertainment. It was on Aug. 20, 1921, that WWJ began operation and it has been on the air continuously ever since.

Fred Waring, who did his first broadcast over WWJ in 1921, was on hand with his *Pennsylvanians* for a one-hour broadcast, half of which was carried on NBC-Red. The entire evening's program was also carried by W45D, the FM adjunct of WWJ, and by WRUL, Boston shortwave station which sent Jose Godoy, Spanish-speaking announcer, to interpret for the Latin American audience.

Service to Public

Earlier in the evening WWJ's musical director, Mischa Kottler, and the WWJ Symphony, with Greta Keller, Viennese singer, presented a program featuring The Sophisto-Cats and other WWJ artists. WWJ's manager, William J. Scripps, who as a young amateur started the station, gave a brief talk in which he outlined the aims of WWJ since its inception.

He read a message from Chairman James Lawrence Fly, congratuating WWJ and calling it a "veritable Methuselah of radio". A transcribed message of praise and congratulations to W. E. Scripps and W. J. Scripps, who "were true pioneers who dared to take a chance and throw off the shackles of convention and establish WWJ, the only station in America which can claim to be first," was read from Dr. Lee DeForest, who built WWJ's first transmitter. A tribute also was read from Niles Trammell, NBC president.

During the Waring program, Ty Tyson, who in 1921 invited Fred Waring to broadcast, engaged in brief repartee and reminiscence with his old friend. Hundreds of telegrams of congratulations poured into the station during the day and many of the station's friends dropped by to pay their respects.

Mr. Fly Comments

In the light of the newspaper-radio ownership probe, Chairman Fly's message to WWJ, referring to it as a "veritable Methuselah among radio stations," contained a rather significant sentence. "Let me congratulate WWJ," his message concluded, "on this occasion and express a hope that its next 21 years of service will be as outstanding as its first 21 have been."

"Since WWJ was first founded," Mr. Fly also stated, "radio has been transformed from a hobby for a few technically-minded youngsters to an integral part of our social structure, and in that growth this station has played a significant role. Its three call letters instead of four mark it as a pioneer among stations, and its present status shows it has not been surpassed by later arrivals."

ORIGINAL transmitter of WWJ is now a museum piece. It was designed and installed by Dr. Lee DeForest. Looking it over is Mrs. Lansing Pittman.

Mellett Praises Radio For Alert Judgment In Resisting Propaganda

RADIO has been an industry "... beyond its years" in understanding popular feeling, according to Lowell Mellett, administrative aide to President Roosevelt, writing in the September *Atlantic Monthly*. The industry has been second only to the movies in resisting use of its facilities for propaganda, he said, but newspapers have been laggard.

Writing on "Government Propaganda", he said American radio and the press associations can continue to render a great service to this nation only if "we do not ... to destroy the confidence they have created". The press associations and American radio, he went on, "have set a standard of truthful reporting that has caused their reports to be believed, particularly in the nations of South and Central America. "Nothing save a sudden switch to dishonesty on our part can take this advantage from us," he said.

In discussing acceptance of peacetime conscription, he said: "... propaganda had been required to bring the people to this state of preparedness, and so far as the Government is concerned no propaganda was attempted. The Government refrained from propaganda despite very great pressure.

"This is the Amercian way, the right way, the wise way. It would be wrong for the President to ... funds voted by Congress to set up an agency designed to whip Congress into line with his thinking. And the President has not done so."

Soft Drink Test

WELCH FRUIT PRODUCTS Co., Chicago, through its newly-appointed agency, Reincke-Ellis-Younggreen & Finn, is testing a daily five-minute program on WROK, Rockford, for Black Cow soft drink. Program features a daily cash givaway of $10 to a listener, who, when called on the telephone, has one empty and one full bottle of the soft drink. Prize is delivered by two messengers dressed in black uniforms wearing a large cow's head. About 15 additional midwestern markets will be added, according to H. ... Vogel, radio director of the agency.

Longines Resumes

LONGINES-WITTNAUER WATCH Co., New York, during the week of Sept. 22 will resume its series of half-hour transcribed symphony programs on over ... stations throughout the country. Series features symphonies by leading orchestras and will be heard Sunday afternoons at various times. Agency is Arthur Rosenberg Co., New York.

Oyster Shell Renews

OYSTER SHELL PRODUCTS, New Rochelle, N. Y., through August and early September is renewing for 52 weeks its campaign of spot announcements on 30 stations throughout the country. Spots vary from three to five times weekly on the stations. Agency is Cecil ... Presbrey, New York.

says DOUGHNUT CORPORATION SALES EXECUTIVE

"The result of the one week's effort on radio turned in a better than 147% gain.

"In all my merchandising experience I have never believed such instantaneous returns could be accomplished in this New England market knowing so well the slow absorption qualities of the immediate buying public.

"I feel your cooperation plus the general pulling power of the 920 Club accounted for this wonderful return."

(SIGNED) *Stanley Anderson*
Doughnut Corporation of America

This sensational achievement is but one of many successful campaigns merchandised through WORL'S famous 920 Club. *Make your advertising work fast* — get hard hitting cooperation from WORL.

Buy A Participation In The 920 Club Now!

Announcements and 15 minute programs are open! Write for availabilities and 15 big success stories today!

950 Kilocycles **WORL** 1000 Watts

MILES STANDISH HOTEL • BOSTON, MASSACHUSETTS

Schulze & Berch Adds

SCHULZE & BERCH Co., Chicago, has appointed Reincke-Ellis-Younggreen & Finn, Chicago, to direct the account, and is planning to augment its present radio campaign for saltine crackers. Company at present is using three station break announcements daily on WGN and WCFL, Chicago; WROK, Rockford; WCBS, Springfield; WGBF, Evansville; WHO, Des Moines. Announcements promote a $1,000 contest in which entry blanks are filled out at the local grocer estimating the number of saltine crackers that can be held by a large carton. The grocer uses the large carton as part of a merchandising display of company products. Over a million entry blanks are ready for distribution and markets to be added include Milwaukee, Racine, and St. Louis.

Wisconsin Net Gets Games

ENTIRE football schedule of U of Wisconsin will be broadcast this season by the recently formed Wisconsin Network, comprising WHBY, Appleton; KFIZ, Fond du Lac; WCLO, Janesville; WHBL, Sheboygan; WSAU, Wausau; WFHR, Wisconsin Rapids; WEMP, Milwaukee; WRJN, Racine; WIBU, Poynette. The schedule, as yet unsponsored, will include five games at Madison and three out-of state games.

12

A better way to gauge customer reaction is a campaign in a basic test market like Station WOWO's Indiana-Ohio-Michigan area...with 2,300,000 consumers--51% urban, 49% rural. Successful advertisers use WOWO consistently for testing national urban-rural response.

WOWO
FORT WAYNE
INDIANA'S MOST POWERFUL STATION

WESTINGHOUSE RADIO STATIONS Inc
REPRESENTED NATIONALLY BY NBC SPOT SALES

"Heming, we've called you in to answer a very important question. What qualities does your wife most appreciate in a hair rinse—and why?"

Courtesy of THE NEW YORKER

WIBG Given 10 kw For Philadelphia

New Stations for Pasadena And Washington, Pa.

AT A SPECIAL meeting last Friday to clean up its calendar prior to a recess over Labor Day, the FCC authorized two new standard broadcast stations and granted a new FM broadcasting station in Philadelphia as well as improved facilities for a half-dozen stations.

Headlining the list was a three-point grant to WIBG, Glenside, Pa., in effect making the station a full-fledged Philadelphia outlet with 10,000 watts unlimited time on 990 kc., in lieu of its present 1,000-watt daytime assignment. Simultaneously, the Commission authorized transfer of control from its eight present owners to Paul F. Harron and Joseph Lang, who now own WHOM, Jersey City, and John G. Kelly, former Democratic leader of Philadelphia, and Anthony J. Drexel Biddle Jr., now minister to Poland, and several smaller European countries, headquartering in London. The latter two acquire 49% interest for $75,000 with Harron and Lang holding the 51%.

In granting the WIBG transfer the Commission reconsidered its previous order for a hearing, but cancelled the hearing and in addition to authorizing transfer of control also authorized removal of the station from Glenside to Philadelphia. The Commission also approved an application of Seaboard Radio Broadcasting Corp., WIBG licensee for a new FM station to operate on 48.1 m.s. on a regular commercial basis. The area specified is 9,300 square miles.

A new standard broadcast station in Pasadena, Cal. to operate on 1430 kc. with 1,000 watts daytime only, was authorized to Southern California Broadcast Co. Principals are Marshall S. Neal, station owner, 44%; Lee A. Ragan, salesman of KIEV, Glendale, 5%, and H. H. Cooper, KIEV salesman, 5%. There are 11 other stockholders.

On petition for reconsideration and grant without hearing, the Commission authorized a new station at Washington, Pa., to the Washington Broadcasting Co., to operate on 1450 kc. with 250 watts fulltime. The licensee company is made up of 46 stockholders, with approximately 38½% of the stock held by individuals interested in the ownership of WSTV, Steubenville, O. William S. Yard is president, with approximately 6½% of the stock; Louis Berkman, vice president and head of WSTV, holds 10.6%; Sherman H. Siegel, treasurer, 10.6%.

WRNL, Richmond, was granted an increase from 1,000 to 5,000 watts fulltime on 910 kc. with directional antenna. Other grants included: KONO, San Antonio, increase from time-sharing to full time on 1400 kc. with 250 watts fulltime; KPQ, Wenatchee, Wash., increase 500 watts night and 1,000 watts day on 560 kc., in lieu of 250 watts on 1490 kc.

ABC Means NBC In Arizona
Arizona Broadcasting Co.
The ABC OF RADIO IN ARIZONA
★★KTAR-Phoenix
5000 W - 620 KC
★★KVOA-Tucson
1000 W - 1290 KC
★★KYUM - Yuma
250 W - 1240 KC
★★KGLU-Safford
250 W - 1450 KC
★KCRJ - Jerome
250 W - 1340 KC
★KWJB - Globe
250 W - 1240 KC
★KYCA-Prescott
250 W - 1490 KC
★★NBC RED and BLUE Network Stations
★Other ABC Stations
THIS fact alone is enough to explain the ever-increasing popularity of ABC Stations in Arizona. The best in radio is the listeners natural choice, so wise is the advertiser who makes the most of its good company. ABC's seven stations insure complete coverage of the rich Arizona market.
KTAR
KEY STATION OF THE
Arizona BROADCASTING CO. Inc.
Represented Nationally by
PAUL H. RAYMER COMPANY
New York Chicago Cleveland Detroit San Francisco Los Angeles
AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE

Receivers Submit Transcontinental Report to Court

Distribution of Assets Noted; Adams Denied Payment

TRANSCONTINENTAL Broadcasting System, Elliott Roosevelt's ill-fated venture which almost but not quite became a fifth nationwide network, furnishing the industry with a New Year's Eve sensation when, on Dec. 30, 1939, its promoters announced that they would be unable to meet the scheduled Jan. 1 starting date, made a much less sensational appearance in the news last week, when its receivers filed their report in the Court of Chancery at Wilmington, Del.

Daniel F. Wolcott and Harry H. Stehman, appointed by the court last November to dissolve the network corporation, reported total assets of $94,874, consisting of $94,444 in cash in the bank and a refund of $430 secured from the telephone company. Of this, $5,763 had been paid to Breed, Abbott & Morgan, law firm which conducted negotiations for TBS with Blackett-Sample-Hummert, whose clients were expected to be the first TBS sponsors, and $771 had been paid for other claims. Claim of John T. Adams, one-time chairman of the board of TBS, for $6,528 was denied by the court.

Paid to Stockholders

Pro-rata distribution of $63,715 to TBS stockholders leaves a balance of $24,528, of which the receivers ask the court to approve their bill of $850 and attorney's fees of $3,500. If this approval is forthcoming, the remainder will then be distributed to the stockholders and the career of TBS officially closed.

Elliott Roosevelt, as largest stockholder of TBS, holding 4,000 of the corporation's 10,000 shares, has received $25,486 in the distribution to date. H. J. Brennen, owner of KQV and WJAS, Pittsburgh, and WHJB, Greensburg, Pa., who attempted to reorganize the network following Mr. Roosevelt's resignation as president, received $9,557 on his 1,500 shares. H. K. Brennen, Sarah A. Brennen and Margaret M. Brennen, each holding 286 shares, received $1,822 apiece.

Robert M. Thompson, KQV-WJAS, received $8,920 for his 1,400 shares, only other individual listed with more than 1,000 shares.

Noxzema Enlarges

NOXZEMA CHEMICAL Co., Baltimore, has placed its *Quiz of Two Cities* program on WAPI, Birmingham, and WSB, Atlanta, making a total of 20 cities now carrying the weekly half-hour show either as a single unit or in cooperation with another city. According to Ruthrauff & Ryan, New York, agency in charge, combinations are under consideration for the show to be heard in Kansas City and St. Louis, Philadelphia and Pittsburgh, and Albany-Troy-Schenectady.

CONTRAST BETWEEN PAST and present glories was furnished Albany citizens during the annual Soap Box Derby when this ancient Sears model, circa 1900, snorted along before 35,000 spectators. At the "steering rod" at right is Harold E. Smith, owner of the car and general manager of WOKO, Albany, accompanied by Sports Announcer Sherb Herrick, who holds wondering Harold E. Smith II on his lap. WOKO carried heat-by-heat accounts of the local race, won by Donald Mathews, who was sent to the Akron Derby by Socony Vacuum Oil Co.

WIBW, WCHS Seek FCC Rule Change To Allow 10 kw. Daytime for Regionals

FORMAL petitions for a change in FCC rules governing power limitations on regional stations to authorize use of 10,000 watts during daytime hours in lieu of the present 5,000 watts peak, were filed with the FCC last week by WIBW, Topeka, and WCHS, Charleston. The stations operate on the same frequency of 680 kc.

First of the requests to be made for a change in the rules, the applications were filed in conjunction with nearly identical petitions seeking amendment of Rule 3.22(c) to lift the power maximum for Class III-A regionals. Engineering data filed in conjunction with the WIBW application were prepared by Andrew D. Ring and Ralph L. Clark, consulting engineers, with similar data utilized by WCHS.

Others May File

It is estimated [BROADCASTING, Aug. 4] that the increases to 10,000 watts daytime will result in an approximate 40% improvement in coverage, primarily in rural or semi-rural areas. Because few questions of interference are involved, except as to adjacent channels, existing antennas can be used in virtually all cases, it was stated. The average remodeling expense to increase the transmitter output from 5,000 to 10,000 watts would be between $5,000 and $15,000.

In addition to the two stations which already have filed, it is understood that WRDO, Orlando, Fla., also assigned to 580 kc., contemplates a similar application in the near future. A change in the rule by the FCC would open the way for virtually all regionals operating with 5,000 watts full time to double their daytime power by making the necessary alterations in equipment.

In the WIBW petition, filed by John W. Guider, Carl A. Smith and Lester Cohen, counsel, it was brought out that one of the primary deficiencies in the present allocation system is the lack of primary daytime service in rural and semi-rural areas. It seems apparent, said the petition, that clear-channel service alone cannot be the answer to the problem. A great number of Class III stations now render day service to rural areas surrounding the communities in which they are located, it is added, and any extension of their daytime coverage will for the most part be over rural districts and small towns which are unable economically to support any type of facility which otherwise might be usable there.

It was pointed out that a large percentage of such regional stations can use 10,000 watts daytime without causing substantial interference. The WIBW application, said the petition, if granted, would result in a reduction in daytime service of the station in areas around Kansas City, Omaha, Des Moines and other metropolitan sections already supplied with adequate service and substitute a sizable rural audience in Western Kansas and Southwestern Oklahoma, which has a dearth of radio service.

Technical Advances

WCHS, in its petition filed by Ben S. Fisher, Charles V. Wayland and Charles F. Duvall, contended the existing rule limiting daytime power to 5,000 watts is obsolete and not in accordance with the best engineering practices and the present state of the art. It cited technical advances made in directional antennas and highly-developed transmitters which would make it possible to use effectively power of not less than 10,000 watts daytime.

Contending that the entire listening public throughout the country would be benefited by such a change, the WCHS petition cited that many listeners, both rural and urban, are now unable to receive any daytime signal of sufficient value to be usable. This condition, however, largely would be rectified with the proposed power boost.

Advancing arguments similar to those contained in the WIBW petition, WCHS pointed out also that with this increase in power made possible for at least 100 regional stations, a greater uniformity of coverage and a wider variety of programs would immediately become available to many millions of listeners. The increased daytime coverage of WCHS alone would be 412,000 persons, it stated.

Arguing that the limit of 5,000 watts is an inefficient use of facilities, WCHS contended a change in the rule would not interfere with or curtail the service of any existing station and that the granting of the applications would conform strictly to present engineering standards. By granting the petitions, WCHS said, the Commission "will provide more adequate and efficient distribution of radio facilities throughout the entire United States."

Purvis Leaves Paper; Would Acquire WOLS

HAVING recently sold his interest in the *Florence* (S. C.) *Star*, Melvin Purvis, onetime ace FBI agent who retired as a G-man several years ago to become publisher of the daily, is reported to have made a deal to purchase WOLS, Florence, from O. Lee Stone. The station operates with 250 watts on 1230 kc. His partner in the projected deal is M. Schnibben, a brother of G. E. Schnibben who is principal in Norfolk County Broadcasting Co., applicant for a new station in Norfolk. The Schnibben brothers operate theatres in and around Florence.

Paper Buys CFCT

CFCT, Victoria, B. C., has been purchased by the *Victoria Colonist*, morning daily, from George W. Deaville, for an undisclosed sum, according to H. R. Carson, president of All-Canada Radio Facilities, Calgary, who will represent the station nationally. The only station in Victoria, capital of the Province of British Columbia and home of many retired British civil servants, it will be operated by a staff recruited from various stations in Western Canada with which All-Canada is affiliated. Manager will be Cecil Berry of CFGP, Grand Prairie, Alta. Al Smith, CKCK, Regina, Sask., will be sales manager. Sale of the station to the *Colonist* makes 27 newspaper-owned stations in the Dominion of a total of 86 active broadcast outlets.

Full-Time WIBC + Merchandising =

Low 3¢ Inquiry Cost for Marlin Blades

Who said GOOD BLADES have to be high priced?
Marlin 20 for 25¢
BLADES
DOUBLE EDGE
Marlin
PUSH HERE
Who said GOOD BLADES have to be high priced?
Marlin 20 for 25¢
BLADES
DOUBLE EDGE
FINEST BLADES MONEY CAN BUY OR YOUR MONEY BACK!

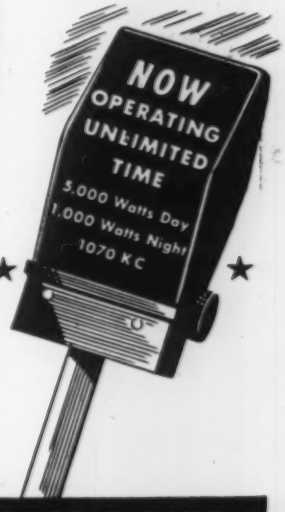
● A sales and merchandising record in the highly competitive field of razor blades—is a record.

WIBC is pretty proud of the fact that its full-time state-wide coverage of Hoosierland, plus merchandising cooperation due to W I B C's influence on dealers, has been producing sample inquiries at the extremely low cost of 3c per inquiry.

As a matter of fact, Marlin had used up all of its advertising budget for Indianapolis, but renewed as they put it, "because of the splendid job WIBC did for the account." WIBC has a good clear signal that reaches all over Hoosierland and edges into surrounding states. WIBC's first concern is a large, loyal and responsive listening audience. We keep it because we make sure we give 'em what they want to hear.

* * *

That makes WIBC a good bet for any advertiser who wants to get his sales story over Hoosierland—in one convenient package.



Indiana's Friendly Station Serves Hoosierland

★ ★ ★ ★ ★ ★ ★ **WIBC** ★ ★ ★ ★ ★

Affiliated with the Mutual Broadcasting System

INDIANAPOLIS

Represented by
HOWARD H. WILSON CO.
New York, Chicago, Kansas City

OFFICES AND STUDIOS ON NINTH FLOOR · INDIANAPOLIS ATHLETIC CLUB

"selectee"

Above:—Station WPTF, Raleigh, North Carolina, Westinghouse 50-HG Transmitter

Westinghouse

. . . a familiar role

We have been selected for essential work in connection with national defense for the same reason that our 50-HG equipment has been selected by key broadcasting stations entering the 50,000-watt group since January, 1940. We know what the job requires—and how to do it. That is because we have been at it for a long time.

Since the earliest days of the industry we have been engaged continuously in broadcasting operations through such well-known commercial stations as KDKA, KYW, and WBZ.

Out of this experience came the distinctive improvements found in our 50-HG transmitter—greater economy, operating simplicity, and fidelity in radio transmission—the kind of developments which are a result of a first-hand operating experience.

The research and development supporting our current defense work will ultimately result in still further improvements in our regular commercial transmitters.

OPERATING ADVANTAGES
OF WESTINGHOUSE 50-HG TRANSMITTER

- Air-cooled tubes in all stages
- Extremely low operating costs
- Metal rectifiers throughout, except main high voltage rectifier
- Inductive neutralization of the power amplifier
- Equalized feedback
- Compressed gas condensers
- Complete elimination of fuses
- Spare rectifier tube at operating temperature
- Ease of adjustment
- Unit construction throughout
- Full automatic control
- Relatively low plate voltages
- Conservative operation of all tubes

J-08037

BROADCAST EQUIPMENT

IRNA Chieftains' Letter on Proposed NBC-ASCAP Deal

STRONG SUPPORT for the NBC-ASCAP deal came last week from Samuel R. Rosenbaum, WFIL, Philadelphia, and Paul W. Morency, WTIC, Hartford, chairman and vice-chairman, respectively of Independent Radio Network Affiliates, who, acting in their capacities as members of the IRNA negotiating committee of NBC affiliates, addressed a letter to all NBC affiliates analyzing the deal and setting forth what they regard as its advantages and disadvantages.

Emphasizing that stations still are free agents, that no commitment has been made to bind them and that they have made no representations of authority to bind them, the letter declares that "it is our considered judgment that this is a very fair deal and now is the time to settle copyright differences between networks and affiliates so that ASCAP music can go back on the air." Text of the letter follows:

The NBC-ASCAP Formula

On many occasions in the past few years we have all complained about the short-sightedness, the bull-headedness and the narrow-mindedness of network executives from our point of view, in failing to comply with requests from IRNA which we believed to be for the good of the industry. We believe much of the present mess the networks are in could have been averted.

This makes it all the more imperative that we should speak up when we have obtained from a network a deal for affiliates which we regard as a major accomplishment. The advantages obtained for affiliates in the copyright deal tentatively arrived at between NBC and ASCAP are a victory for affiliates. They are the direct result of demands made by IRNA. They also reflect the better understanding of affiliates which Trammell, as president, has brought into the direction of NBC.

In recent months the broadcasting industry has had a crisis every morning before breakfast. Broadcasters have faced so many emergencies they are shell-shocked.

Many of you have not followed the details of the copyright situation. The telegram you got from Trammell was too short and needs to be amplified. We therefore believe it is in order to review and explain the proposed new formula and state our views. The decision is up to you. You are free to act. We have obtained a proposition which, when it is satisfactorily embodied in contract form, is an offer to you. We have made no commitments for you. We have made no representations that we have authority or power to bind you.

It is, of course, not possible to make final recommendations on the copyright deal tentatively set up between NBC and ASCAP until affiliates have had a chance to examine not only the fi... NBC-ASCAP contract but also t... single station blanket contract, t... single station per program contra... and the contract for clearance at t... source of commercial transcriptions.

However, it is our considered jud... ment that this is a very fair deal a... that now is the time to settle co... right differences between networks a... affiliates so that ASCAP music can g... back on the air and so that other m... jor problems which confront the indu... try can have our undivided attenti...

Benefits Noted

First of all, let us spot the hig... lights of what we shall call t... ASCAP Formula of Aug. 1, 1941 (t... year of the Big Wind). This is ho... we see them as affiliates.

1. No affiliate is compelled to tak... a local ASCAP license. Even if y... don't take one, you will get the be... efit of ASCAP music on network se... vice and the network will pay the co... of sustaining programs. On comme... cial programs you will be asked t... reimburse to the network only th... same amount which the network pa... ASCAP on the net dollars you g... from the network.

You used to pay ASCAP 5% o... these dollars. You are now asked t... pay 2¼%.

2. Any affiliate who wants ASCA... music locally can get it on a pe... program basis or a blanket basis. A... affiliate must also be able to get t... music on commercial transcriptio... cleared at the source, and this contra... must be satisfactorily negotiated. U... either the per program or blanket l... cense basis, you are allowed to deduc... as before, advertising agency comm... sions, quantity discounts, and incom... from political broadcasts. However, i... addition, IRNA has obtained for y... another flat discount of 15% on w... of all that, representing cost of sal... to the station itself, and not contingen... upon anything.

On the final balance you p... ASCAP 2¼% if you take a blank... license, which is obviously comparab... with 1.91% on the previous basis b... reason of this new 15% deduction w... have obtained for you.

Add to that your local sustaini... fee. Instead of an arbitrary figure a... before, this will be, for a blanket m... taining license, 12 times $1, if yo... annual gross is under $50,000; 2... times your highest ¼ hour rate if y... gross $50,000 to $150,000; and 2... times your highest ½ hour rate if y... gross over $150,000.

Blanket Licenses

On blanket licenses, adding yo... commercial and sustaining fees, yo... total cost of ASCAP will average w... under 3%, as compared with a fi... of between 6% and 7% for both co... mercial and sustaining licenses b... fore 1941.

This basic differential in favor o... affiliates, that is, 2¼% as against t... network 2¾%, is also an IRNA co... tribution to the terms of the deal.

If you want to try a per-progra... commercial plan you still get the be... efit of the extra 15% deduction y... have obtained for you, so that the b... on full programs of ASCAP mu... and 2% on incidental use of ASCA... music such as bridge, backgrou... theme or signature, are really 6.5... and 1.7% respectively for compa... son with previous experience.

You can even take a per-progra... sustaining license if you wish and p... 1% of the card value of local ma... tainers using ASCAP music.

If you wish, you can start with... program license and switch from pe... gram to blanket if you think it w... be cheaper, or vice versa. Or you c... combine a per-program commerc...

19th YEAR OF CONTINUED

LISTENER PREFERENCE

KSD in St. Louis

NBC RED NETWORK

Business Rising Rapidly in KSD Area

Help Wanted Advertisements are a recognized barometer of business. St. Louis newspapers printed 57% more Help Wanted Advertisements during the first 6 months of 1941 than in the same period last year.

Place Orders for Your Fall Schedule Now

More Than 30,000 New Jobs Within a Year

Will be created by primary defense contracts, with more than 150 firms in metropolitan St. Louis participating and with wage increases from 25% to 50%. Estimates by St. Louis Chamber of Commerce

A Distinguished Broadcasting Station

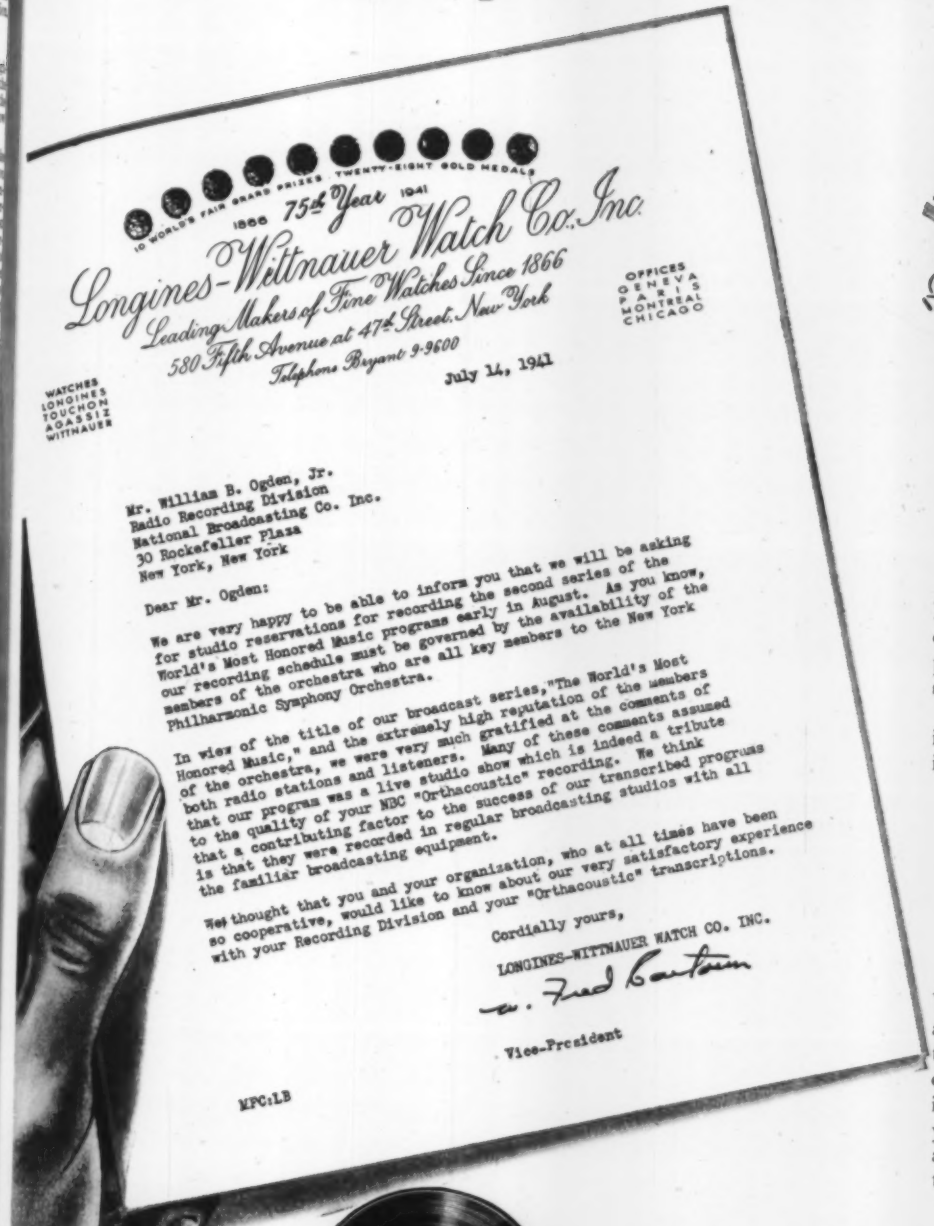
Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

How to put *Life* into your recorded programs



10 WORLD'S FAIR GRAND PRIZES TWENTY-EIGHT GOLD MEDALS

1866 75th Year 1941

Longines-Wittnauer Watch Co., Inc.

Leading Makers of Fine Watches Since 1866

580 Fifth Avenue at 47th Street, New York

Telephone Bryant 9-9600

OFFICES GENEVA PARIS MONTREAL CHICAGO

WATCHES LONGINES TOUCHON AGASSIZ WITTNAUER

July 14, 1941

Mr. William B. Ogden, Jr.
Radio Recording Division
National Broadcasting Co. Inc.
30 Rockefeller Plaza
New York, New York

Dear Mr. Ogden:

We are very happy to be able to inform you that we will be asking for studio reservations for recording the second series of the World's Most Honored Music programs early in August. As you know, our recording schedule must be governed by the availability of the members of the orchestra who are all key members to the New York Philharmonic Symphony Orchestra.

In view of the title of our broadcast series, "The World's Most Honored Music," and the extremely high reputation of the members of the orchestra, we were very much gratified at the comments of both radio stations and listeners. Many of these comments assumed that our program was a live studio show which is indeed a tribute to the quality of your NBC "Orthacoustic" recording. We think that a contributing factor to the success of our transcribed programs is that they were recorded in regular broadcasting studios with all the familiar broadcasting equipment.

We thought that you and your organization, who at all times have been so cooperative, would like to know about our very satisfactory experience with your Recording Division and your "Orthacoustic" transcriptions.

Cordially yours,

LONGINES-WITTNAUER WATCH CO. INC.

W. Fred Cartoun

Vice-President

MFC:LB

Use NBC ORTHACOUSTIC*—recording so lifelike it wins acclaim of musical experts

Recording the *Longines Symphonette* was a real challenge, in that the quality of the recorded programs had to match the exceptionally high standards of the artists themselves.

How well the finished records met the challenge is explained in the letter from Mr. Cartoun—and in a letter from the conductor, Macklin Marrow:

> "Having examined the first series of recordings I recently made with the Longines Symphonette I should like to express my appreciation for the truly amazing fidelity to tone and nuance in all registers, and for the warmth and richness of the string quality which is unequalled in my experience."

Whether you're preparing one minute spots or a quarter-hour musical or dramatic program, the *live* quality of NBC Orthacoustic* is equally effective. Whatever your recording problem, take it to "Broadcasting Headquarters"—for here you will find the finest recording facilities as well as a complete production service—from script to finished pressings. *Registered trademark

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Building, Radio City, N.Y. • Merchandise Mart, Chicago • Trans-Lux Building, Washington, D.C. • Sunset and Vine, Hollywood

license with a blanket sustaining, or vice versa.

3. There is no minimum guarantee if you take a per-program license so as to make yourself eligible to play ASCAP numbers for any local advertisers who wish it. There is a fixed obligation, however, to log all of your numbers for ASCAP, and this will be onerous.

Renewal Clause

4. You can refrain at present from taking any kind of ASCAP license and change your mind any time you like and take one, and you will get the benefit of this deal for the full length of the term without being penalized because you want to wait and see.

5. This deal is for a full nine years with provision for renewal for nine more years if ASCAP gets rights from its members. The terms for the second nine years will be unchanged unless ASCAP demands an increase which we refuse, in which event the question of an increase would be determined by arbitration.

6. The terms for every affiliate are identical with the terms for every other one, including network M & O stations. The stations previously signed up, including the Mutual affiliates, share in these improved terms. The previous discriminations in favor of certain stations, such as the newspaper contract, are abolished.

7. The deal, when made, will provide for releases up to the date of signing for the network, the stations that sign BMI and NAB, from the various threats for anti-trust and infringement violations that have been in the air. The local station deal should include a complete release for the stations signing it from all claims, at least up to the date that NBC signs the network deal, including not only infringement violations and anti-trust claims, but also claims for past years.

BMI to Continue

8. Although it is not, of course, part of the deal with ASCAP, NBC has given assurance that it intends to do its part to maintain BMI and to continue to support BMI and encourage it to grow, and we feel that BMI will be maintained by the broadcasters.

9. The aggregate cost of both BMI and ASCAP music on blanket licenses will be less than 4% for most affiliates as compared with between 6% and 7% on the old basis before 1941 (when you add your sustaining fees).

10. In the event of a reduction in the ASCAP catalogue so material as to justify a remedy, we will have a right to cancel. If it is impractical to take ASCAP music off the air after having restored it, we always have the remedy of switching to a per program method of payment.

11. The deal imposes a considerable added financial cost on NBC which pays ASCAP on its network revenue which, as you know, was previously exempt. If the new formula were applied to 1940 business the annual sum payable by NBC to ASCAP on network program, commercial and sustaining, would be in round figures $680,000. Against this, the network asks the affiliates to reimburse, in round figures, $280,000. This leaves a network net cost of $400,000. In addition, NBC would have paid for its M & O stations, commercial and sustaining fees on blanket licenses, in round figures, $100,000. This makes a total cost for ASCAP music to NBC $500,000 if the new formula were applied to 1940 business. In addition, NBC payments to BMI for the same period, on the reduced rate plan, are $160,000. Therefore, cost to NBC for ASCAP and BMI together, on the new plan on 1940 business would be in round figures, $660,000 as compared with actual payment to ASCAP for that year, $410,000.

In other words, NBC is taking on an additional cost, in round figures, of $250,000 per annum based on 1940 business (and this will increase with growing volume and with clearance at the source on BMI music when it begins) in order to make this deal possible.

Combined Cost Is Less

Most affiliates, on the other hand, will find, as above explained, that combined cost of ASCAP and BMI will run under 4% as compared with between 6% and 7% before 1941. This should effectively dispose of any hangover of resentment against the network from past dealings where people felt the network had made a better deal for itself at the expense of affiliates.

12. Proof that ASCAP is taking with good grace the licking it has received is self-evident when you figure that if all networks and stations take blanket licenses under the new formula, ASCAP stands to receive approximately $3,200,000 per annum based on 1940 business, as compared with over $5,000,000 it actually received on 1940 business under the old formula. As further evidence of ASCAP's willingness to bury the past and live in friendship with us, ASCAP has further agreed that if any special Federal broadcast tax is imposed, it will be deductible before applying the percentages.

13. At the present time all we are asked to do is to inform NBC of our agreement to reimburse the network to the extent of 2½% of our compensation from it, subject to approval by us of the final detailed form of all the contracts which are to be submitted as soon as the ASCAP and NBC regiment of lawyers have agreed upon them, namely, the network contract, and the single station contracts, both blanket and per program. In addition the deal for clearance at the source of commercial transcription programs must be completed.

The Objections

Now we intend to review the objections which have been expressed by some affiliates and our comments on them. The time has come for bringing this matter to a conclusion. Full and free debate is healthy and democratic, but let's not be just a debating society that paralyzes action.

Underlying all criticism of the deal and the formula are these fundamental and basic questions in the minds of many affiliates:

Why should we make any deal with ASCAP at all? Who says we need any ASCAP music whatever? We have made out satisfactorily for eight months without ASCAP music, so why bring it back? Admitting the deal is good enough in dollars, why add this expenditure to what we are already spending for BMI if we don't need it? Is this money not just an extra luxury for something the network may need but we don't? If the network wants ASCAP music, why doesn't the network pay for it and leave us alone?

Let us first dispose of this subject: We all know what a voracious appetite for music radio has and it is up to us, as a matter of public service, to supply our program builders with every bit of material available, providing only that we can obtain the material at an equitable price. We have not only the right, but the duty to refuse to pay ASCAP the exhorbitant demands made on the industry last year. But no matter how unreasonable ASCAP was with us we must not overlook our public obligation and be unreasonable with them. We must continuously improve our programs and the ASCAP repertoire will be a help in doing that.

Sponsor Reaction

Some of the large national advertisers who have cooperated with us for the past eight months because they knew that any great increase in copyright fees would result in increased rates, are now becoming restless. They are saying to the network executives: "We have cooperated with you when the demands upon you were unreasonable but now that you can make a fair deal we expect you to make it and not hold out simply because you seem to be getting along fairly well with the music now available. We want to use everything that has ever been written and we expect you to obtain the right for us to do so."

This is no reflection on BMI. BMI in the few months of its existence has done a wonderful job. The fact that it has enabled us to keep music on the air at all is in itself a miracle of accomplishment. It is not reasonable to expect that in one year of experience, half of which was taken up with preparation, BMI could accumulate for us a catalogue sufficient to supplant entirely the ASCAP library accumulated over more than 50 years.

It may be that many stations are not fully aware of the difficulties that have faced program builders. Many stations depend mostly on phonograph records or transcriptions for most of their musical output, and BMI has done a wonderful job in making available lists of numbers free of ASCAP obligations.

The networks have developed whatever position they have, because in the last analysis they have furnished the public with programs of such high quality that audiences have been educated to expect nothing but the best. They cannot afford to lose this hallmark. We cannot afford to let them lose it.

More ASCAP Records

However, stations which take the view that it is up to the networks and not a matter of interest to the stations, are only trying to hitch-hike a free ride without realizing the facts. With ASCAP music on the networks, many stations will eventually find that listener interest will require them to add ASCAP music to their local program service. Furthermore, the problem of avoiding ASCAP-controlled phonograph records will increase tremendously because there will be a tremendous increase in ASCAP transcriptions recorded.

Another consideration that should be present in the minds of all broadcasters is the opportunity by closing with ASCAP at this time to avoid the damage that would be caused by any other course to our public and governmental relations at a time when we are being attacked from several quarters.

Any broadcaster who thinks that the object we had in view was to destroy and disintegrate ASCAP is equally mistaken. We all recognize the established fact that composers and publishers of individual songs or numbers own the copyrights and have a right to be paid for their use. If we use the music someone has a right to be paid. If we don't pay through ASCAP as a central collecting agent, if ASCAP is completely disintegrated, the probable result might be that these composers and publishers would deal with us for themselves or would form smaller groups in larger numbers and we would then be faced with the problem of dealing not with one single col-

PROMOTION DRIVE FOR COAL

Use of Radio Time Urged in Campaign to Induce Consumer Coal Purchases Now

TO PREVENT a threatened snarl in defense production and distribution by spreading out the delivery of coal through early fuel purchases, the NAB, in cooperation with the OPM Bituminous Coal Consumers' Counsel, last week launched a promotion drive in which coal producers and dealers would use radio time to urge customers to "buy coal now while you can get it, and be warm this winter." It was estimated that the resultant paid advertising campaign probably would run to six figures, in radio and other media, with an estimated 50,000 coal dealers participating.

Prefacing a 4-page folder sent to all stations, prepared by Arthur Stringer, of the NAB Washington headquarters staff, an Aug. 14 message from Luther Harr, of the Bituminous Coal Consumers' Counsel, to wholesale and retail fuel groups indicated that an acute distribution problem had developed for coal, with a growing shortage of railroad facilities available for coal shipments.

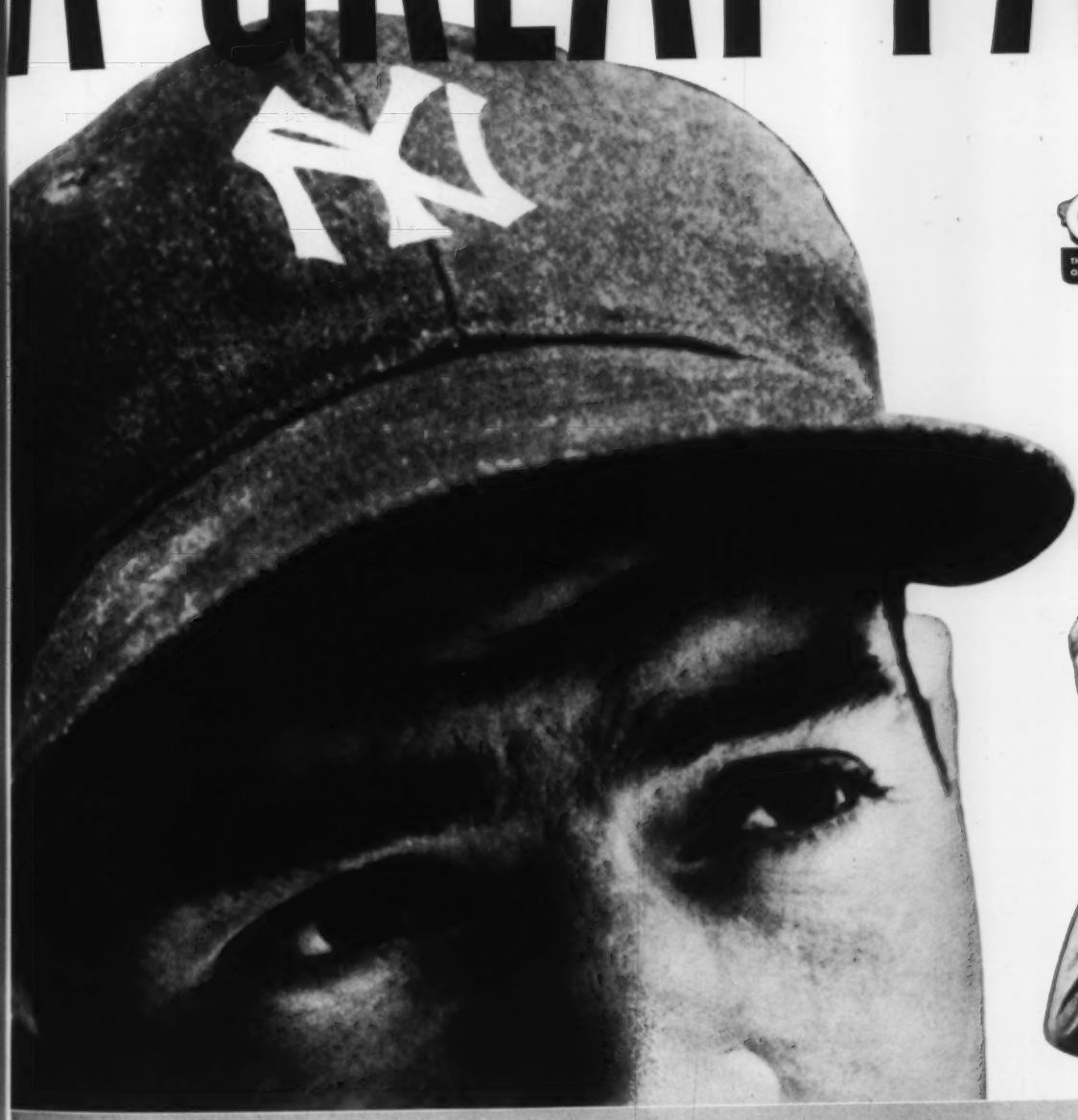
Suggested Continuities

"Coal must be moved now—or the defense effort will be snarled," Mr. Harr declared. "Of the wholesale and retail bituminous coal associations and dealers I ask that they give generously to the buy-now campaign. I ask that they utilize every means of stimulating the buying and storing of coal now, by means of radio time, newspaper advertising and all other available means, and at their own expense. I see this as a patriotic duty. Of the producers and district boards I ask the same. Of consumer, large and small, I ask that they buy and store now. If they do, the railroads are going to be cleared for defense. And coal will be in storage places when it is most needed."

In addition to a full-page of sample spot announcements, included in the folder, Mr. Stringer suggested several other types of promotion for the "buy coal now" drive, i.e., a coal parade with pictures, speeches and a broadcast from the city hall; participation by insulation companies; sponsoring of a storm window campaign by building supply firms; advertising of coal dealers' budget buying plans; advertising by banks or loan companies of plans to borrow money to buy winter coal during summer months; participation by railroad companies with heavy coal traffic.

FRESH FROM BARNYARD came this authentic bit of rural atmosphere to get the goat of Bernie Smith, new agricultural director of KFI-KECA, Los Angeles. Headed by Manager Harrison Holliway, the staff greeted Bernie, who in turn greeted his new mascot.

A GREAT PAIR



THE GREAT STATIONS OF THE GREAT LAKES

WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland

Two sharp eyes under a visored cap watch a white sphere approaching. Wham! Another baseball goes traveling . . . another hit for Joe DiMaggio, all-time consecutive game batting champion. Batting out record-breaking sales, too, are a pair of radio stations which belong in every advertising line-up. The Great Stations of the Great Lakes are a still greater buy these days . . . your big league performers in the heart of Industrial America.

BASIC STATIONS • • • COLUMBIA BROADCASTING SYSTEM • • • G. A. RICHARDS, PRES. • • • EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVE

lecting agency but with many. The confusion, correspondence, bookkeeping and detail involved in dealing with all these people separately, and the flood of infringement charges and suits that might descend upon us would far counter-balance any sentimental satisfaction that last-ditch fighters would enjoy in the dissolution of ASCAP. As far as emotion is concerned, such broadcasters should derive all the comfort which they need from the obvious fact that on the revised basis of the consent decree and the formula, ASCAP will have to make plenty of changes and cut out most of the abuses which we broadcasters objected to.

Program or Blanket Basis

The next general set of questions come under the head of program and blanket:

As long as two successive conventions of the industry went on record in favor of a program license or plan of measured use, why are we now called upon to reimburse to the network on a blanket basis, or to consider blanket licenses for local use?

In the first place, you will note that the percentages in the program plan offered to NBC by ASCAP are considerably reduced below the percentages offered by ASCAP to Mutual. These reductions are directly due to demands by IRNA that the percentage should be reduced, and ASCAP has reduced them as described earlier in this letter, to a point where they amount to 6.8% on full program and 1.7% on incidental use. NBC has figured that on the program basis its possible cost for network music would be, in round figures, $1,000,000 as compared with $680,000 on the blanket basis, and that the amount of reimbursement it would seek from its affiliates, if computed on a program basis, would be in round figures $460,000 instead of, as stated earlier in this letter, $280,000 on a blanket basis.

In other words, on the program basis affiliates would be asked to reimburse the network $180,000 per annum more than on the blanket basis, and even then the net cost to the network would be $140,000 more than on the blanket basis on network business alone, or an actual net loss to the industry in favor of ASCAP of $320,000 if the program basis were in force instead of the blanket license. From the viewpoint of NBC and its affiliates, therefore, it is obvious that a program basis for network service is uneconomic. Whether it will be economic for stations will depend on the cost of logging the programs and on the percentage of revenue which the station derives from musical programs which will use ASCAP music. For some stations the per program method may prove economic; for many stations, however, we believe that it will prove uneconomic, especially in the case of the smaller stations, because of the cost of maintaining logs. In any event, this is a matter on which every station can make its own decision on its local contract. The stations which say the network has a right to take a blanket license from ASCAP but should only ask for reimbursement from affiliates on a program basis would certainly be on the losing end, because reimbursement on a program basis would exceed the reimbursement on a blanket basis.

Reimbursement Feature

The next objection relates solely to the matter of the amount of the compensation or reimbursement between affiliate and network. Several stations have argued that they are satisfied with every aspect of the deal except this one:

Admitting that the network pays ASCAP much more than it ever did before, nevertheless the network is getting the benefit of two deductions which it does not pass along to the stations: These are the deductions of 15% for general sales cost and approximately 10% for wire lines. On the basis of the 1940 business these two items will exempt approximately $8,000,000 of network revenue from the ASCAP tax, or at 2¾% approximately $220,000. These stations argue that part of this saving ought to be credited to the stations against the amounts of station compensation on which the stations are asked to reimburse to the network 2¾%. This argument is based upon the view that part of the network sales cost and cost of wire lines is already borne by the stations in formula for station compensation set forth in the affiliation contracts, so that these costs, to a large extent, already come out of the pockets of the stations.

Worth the Cost?

However, there is a certain inconsistency in this particular complaint. Suppose it will be agreed, for instance, that the money paid by the network for wire lines is really the money of the stations, and suppose the plan of payment is amended so that the network distributes more money to the stations, and the stations then contribute directly to the telephone company and pay the cost of the wire lines. In such event the stations would merely demand from ASCAP an exemption of the wire line cost from ASCAP tax and cheerfully pay to ASCAP the same 2¾% on the remaining dollars which would be the same as the net compensation now received from the network. For this reason we cannot urge that affiliates should band together to enforce this particular demand against the network. Is there any flaw in this reasoning?

So much for the deduction for wire lines. As for the deduction allowed the network of 15% for sales and promotion, it seems to us fair that as between network and affiliate the network should get a credit for the sales and promotion work done by it at its expense, which contributes to the sale of the affiliate's time. The network says its actual sales and promotion expense exceeds 15%. Most of use are satisfied to pay 15% to a national representative. In principle, it seems as fair that the network should be exempt from tax on this disbursement as on the wire-line disbursement. In fact we obtained the 15% deduction for sales costs for affiliates who take a local license, on the ground that if the network is entitled to it the affiliates are. We think both are.

Fundamentally this goes to the whole basic question of the proper rate of ultimate compensation the station should receive from the network out of the advertiser's dollar. We prefer not to express any view in this connection regarding the fairness of the present basis of station compensation. Naturally we would like to get more. It is human nature that the network would like to make more profit off the stations, and the stations would like to get more profit off the networks. IRNA has never set out to be a bargaining agency for station compensation. Therefore the only position IRNA can take on this is that if any individual station thinks it has a good enough argument with which to improve its general basis of station compensation, go ahead and get it.

For stations signing the per program or blanket contract with ASCAP, either plan will apply to transcriptions, and for these people clearance at the source of transcription is unnecessary. For those desiring to have no contract with ASCAP, we are insisting that ASCAP live up to the consent decree, and provide for clearance at the source, that is, by the transcription companies or advertisers. It is obvious that the deal must be made before stations commit themselves to carrying and paying for the music in network programs. The cost of clearing transcriptions at the source would have to be rebated to the companies which make the payment by the stations which get the business, so that there can be no increase in the cost of transcriptions to the advertiser. This is necessary so that there will be no tendency toward the use of network as against spot transcriptions due to any increase in cost.

The Rest of the Industry

Another view expressed has been that it is a breach of faith for NBC and the NBC affiliates to make a deal with ASCAP before there is assurance that the rest of the industry is willing to do likewise. Under the consent decree every other network and every affiliate will be entitled to the benefit of whatever deal can be made by NBC and its affiliates, and there can be no higher charge made by the consent decree to non-affiliated stations than to affiliates. We have not been in as advisers with the NBC executives at a number of the discussions with ASCAP. We are prepared to express the view on our own responsibility that no better deal can be made with ASCAP without a strong likelihood of breaking up ASCAP. That might result in our having to deal with scattering groups of composers and publishers.

The last question of which we have knowledge is the problem of what to do about States where local legislation forbids dealing with ASCAP. This is a local problem in those states and cannot be treated nationally.

Our Recommendations

The above observations are made to us in our capacity as members of the negotiating committee of NBC affiliates constituted by IRNA. Morency is in Hartford and Rosenbaum in Philadelphia. This accident of geography is solely responsible for the fact that we were frequently called in, whereas the other three members of our committee are at some distance, Craig in Nashville, Norton in Louisville, and Campbell in Dallas. We are aware that some of them may have views which differ from ours on some of these points, but we take the responsibility for expressing our views to you because of the contact we have had with this situation as it has developed.

We have not endeavored to cover in detail all the points the contract should include. Some of these are satisfactory provisions regarding delayed broadcasts and origination of network programs without a local license; the indemnity provisions to protect affiliates, their artists and clients and the agencies; satisfactory definition of time sales; and there are others of equal importance. Every affiliate will have to study and analyze the contracts for itself, because as you know IRNA has no funds with which to engage attorneys and no staff available to act in that capacity.

For the reasons given we recommend the approval of the formula in principle and the agreement to rebate to NBC subject to final examination of the detailed contracts when they come.

THEY WERE IN THE NAVY THEN

One of a series

THEY KNEW THEIR "SPARKS" during the first World War, serving in Uncle Sam's sea forces ashore and on ship. All now hold important executive posts in radio; for identifications and brief sketches of their careers, see page 42.

AIR BASE ROUNDUP

Spokane Stations Coordinate News Each Friday

ASSUMING the role of coordinating all news in connection with the Second Air Force of the U. S. Army which headquarters at Spokane, KHQ and KGA each Friday night present a half-hour roundup of all the outlaying bases of the Second Air Force. Orders from Maj. Gen. Millard Harmon's command post at Fort George Wright, just outside of Spokane, go to such bases as Salt Lake City, Boise, Pendleton, Portland, McChrod Field near Tacoma, Paine Field near Everett, the bombing range near Ephrata, and nearby Geiger Field, west of Spokane.

Each field is contacted by Army shortwave radiophone from Fort Wright and the conversations amplified and piped to KHQ for broadcast. Material used on the programs includes reports on construction, equipping, staffing, training and educational and recreational facilities about the fields, besides interviews with commanding officers, pilots, ground crews and educational officers.

KGA turns its facilities over to the Second Air Force's chaplain's office each Sunday for a three-quarter hour program devoted to the work of the chaplain's office. Broadcast is also piped from headquarters at Fort Wright.

New BMI Catalogs

EIGHTEEN newly-formed publishing houses have signed contracts for the transfer of performance, broadcasting and television rights of their music to BMI, including Bach Music Publishers; Barres Publications; S. Brainard & Sons Co.; Eecma Music Co.; Inquire Music Co.; Will Frederic Music Publishers; Hall Music Co.; Lido Music Publishing Co.; Immediate Music Publishing Co.; Frank Music sales; Gene McClean Music Co.; Melody Moderne; Monroe Publications; Grace W. Murray; Pulaski Music Co.; Kelton Romm Music Co.; Ted Steele Publishing Co., and Marx Wizell Music Co.

. . . with Oklahoma City Listeners

• A station which can achieve and maintain year after year the decisively standout position of WKY in its community . . . which is the 3 to 1 choice of daytime listeners* . . . which is, in fact, listened to by more persons in Oklahoma City from morning till night than listen to all other stations combined* . . . a station which can do that must HAVE something!

Is it programming? show management? community service? alertness? friendliness? facilities? exploitation?

It is ALL of these and more, which, added together make WKY the decisive choice of listeners and the logical choice of advertisers in Oklahoma City.

**Results of week-long telephone coincidental survey by Ross Federal Research Corporation.*

WKY • OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. ✦ THE OKLAHOMAN, THE TIMES ✦ THE FARMER-STOCKMAN ✦ KVOR, COLORADO SPRINGS ✦ KLZ, DENVER *(Under Affiliated Management)* ✦ REPRESENTED BY THE KATZ AGENCY, INC.

Lorillard Changes

P. LORILLARD Co., New York, on Sept. 22 discontinues *Union Leader News*, for Union Leader tobacco on 13 North Central Broadcasting System stations, Monday through Friday 12-12:10 p.m., but renews the same program for 13 weeks on KMA, Shenandoah, and KFH, Wichita. On Sept. 30 the company will start a news period for Friends tobacco on KSD, St. Louis, 12:30-12:45 p.m. At the same time the *Rhythm Four* on WSGN, Birmingham, and WSFA, Montgomery, for Ripple tobacco has been renewed for 13 weeks, as has *Ripple Ranch Hands* on KPRC, Houston, for the same product. *Adolph Hofner's Band*, also for Ripple, will be dropped from KTSA, San Antonio, Sept. 12 and from KRGV, Weslaco, Sept. 19. Agency is Lennen & Mitchell, New York.

Continuing Study of Listening Habits In New York Area Is Started by WOR

IN AN EFFORT to secure more complete information about the listening habits of its potential audience, WOR, New York, has started a "continuing study of radio listening" in the city's metropolitan area, based on 6,000 personal interviews a month, collected by the staff of Crossley Inc.

The personal interview method was selected, according to Joseph Creamer, WOR promotion director, to provide a check on the listening habits of non-telephone as well as telephone homes, as well as to enable the collection of more information than can be secured by a telephone survey. To insure statistical accuracy in the reports each will be based on 12,000 completed interviews, covering two months. The first report, for June and July, will be completed about the first of September.

Each interview will cover the two hours preceding the time of the interview, in the daytime, or the hour-and-a-half preceding in the evening, so that an accurate report on listening by quarter-hours may be secured from each person interviewed. In addition the interviewer will ask "What program are you listening to now?" as a coincidental check. If the person interviewed has been listening, but cannot recall the programs heard, he will be given a randomized list of programs with no stations shown, as an aid to memory.

The interviewer will check the number of listeners in each home and on the ownership of telephone, auto, etc., to indicate financial status and provide means of comparing listening habits in telephone and non-telephone homes. He will note on each report the weather and temperature as these have a decided influence on listening.

Extra Question

Answers will be analyzed by sex and age of those interviewed. Each monthly interview will include one extra question, such as "Do you prefer to listen to dramatic or musical programs in the morning?", to give WOR an opportunity to get information helpful in solving current problems.

All programs heard in New York, both sponsored and sustaining, will be covered by the study which will also supply a check on Saturday morning listening with an evening-size sample, furnishing information not readily available from the national program surveys which cover only commercial network programs and hence are to a large degree concentrated in the daytime on the Monday through-Friday period when the dramatic serials that constitute a large part of daytime network broadcasting are on the air.

Each month's interviews will be made during a single week, usually in the middle of the month, and always a week without holidays or other factors which would account for abnormal listening.

The WOR "continuing study," Mr. Creamer explained, are aimed at supplying detailed information about listening at any time of day or evening, information which will be of real value to timebuyers and to WOR salesmen—in selecting the best times and programs for their clients, rather than the vague "we have most of the listeners during the week" sort of results that even if they honestly show the general superiority of a station do not give a prospective buyer any assistance in placing a single program or program series.

WITH "dollar wheat" guaranteed by Uncle Sam . . . with steadily climbing prices for livestock and all other farm products . . . OUR FAMILY's surplus wealth is burning holes in their pockets.

Witness the results obtained by Kerr Mason Jar. *Leading the entire U. S. in low-cost returns is WIBW!* Competing with far more powerful stations in more densely populated areas, WIBW stands *first* in total inquiries produced.

When other advertisers tell similar stories of results obtained by WIBW's friendly, neighborly programs and personalities . . . isn't it pretty obvious that WIBW deserves a place on *your* list?

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

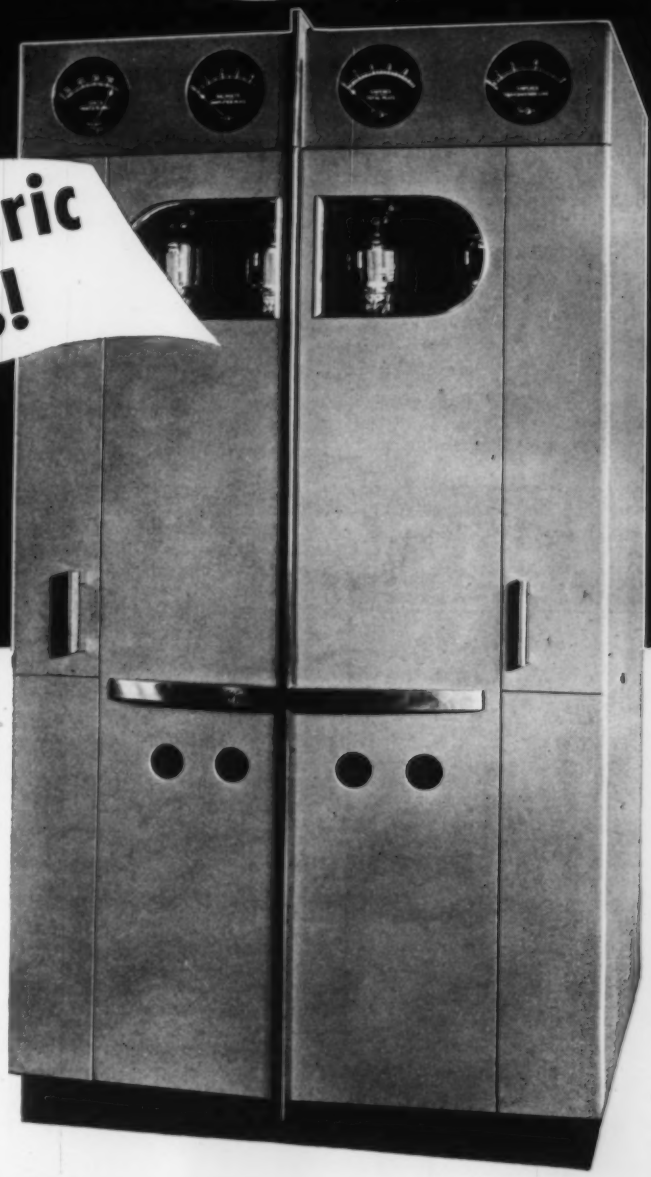
Air School Broadened

SCOPE of *New Horizons*, Wednesday series of the CBS *School of the Air of the Americas*, is to be broadened for the 1941-42 school year to include an historical survey of the Americas. Under the title *Lands of New World Neighbors* the programs, starting Oct. 8, will dramatize the exploration, natural history, geography and history of the entire Western Hemisphere. Jointly sponsored by the National Education Assn., and the American Museum of Natural History the series will offer students a supplementary textbook.

CALL LETTERS issued to new station grants are KWIL, Pendleton, Ore.; WRRN, Warren, O.; WGBG, Greensboro, N. C.; WFIN, Findlay, O.

Ready for immediate delivery

1 KW Western Electric AM Transmitters!



NO NEED to wait for your Western Electric 443A-1 —the 1 KW that's been labeled "tops" by stations from coast to coast!

Designed by Bell Telephone Laboratories, it is complete in one unit 44" wide, 39" deep, 78" high—requires about one-half the floor space of former 1 KWs. It employs the famous Doherty Circuit for increased stability and efficiency—plus grid bias modulation. It has overload protection through magnetic circuit breakers and stabilized feedback.

You can get delivery as soon as you want it. Better ask Graybar for details.

Western Electric

Ask your Engineer!

Graybar

DISTRIBUTORS:
In U. S. A.: Graybar Electric Co., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

XUM

David Joins Donovan's Staff As FCC Widens Foreign Bands

More Frequencies for Domestic Licensees Giving International Service Will Be Available

RESIGNATION of Nathan H. David, chief of the litigation section of the FCC's law department, to join the staff of Col. William J. Donovan, U. S. Coordinator of Information, was announced last Monday by the FCC. Mr. David will serve as liaison officer on legal matters between the Donovan organization and the FCC, it was reported.

A Harvard Law School graduate, Mr. David joined the FCC in 1939 as assistant to Chairman James Lawrence Fly. Subsequently he transferred to the legal staff and recently was named chief of the Litigation Section. He is 28, and before joining the FCC was in the law office of former Judge John J. Burns of Boston.

Coordinating Work

While no formal announcement has been made by the Donovan office as to the extent of its coordinating operations in the radio field, it is understood a working arrangement already has been established with the FCC's Foreign Broadcast Monitoring Service. The Donovan office will coordinate all national defense information for the President.

In addition to the work of the monitoring service, which recently procured an additional appropriation of $209,000 for the fiscal year 1942 [BROADCASTING, Aug. 18], the Donovan committee is also coordinating in a general way the service of international broadcast stations. Col. Donovan has held several conferences with representatives of these stations with a view toward improvement of overall service in the interests of hemispheric solidarity.

In the latter connection, the FCC announced last Tuesday modification of its rules governing international broadcast stations to permit greater flexibility in the choice of operating frequencies. This, the Commission said, would bring about more efficient use of the limited number of frequencies available for this service. The Commission said that existing world conditions demonstrate the necessity of the United States being well represented in the international broadcast band and of maintaining an adequate service to the people of foreign nations.

More Interference

Expansion of international broadcast facilities in other countries has resulted in considerable increased interference to the transmissions of stations in this country engaged in international broadcasting, it added.

The changes made in the international broadcast rule (4.44) will make it possible to assign more than one frequency in the international broadcast band to a single domestic licensee. This will enable the licensee, should interference be experienced on one frequency, to shift to another frequency not subject to the same degree of interference. In addition, due to the time differential in foreign lands served by international broadcast stations in this country, it is possible to assign the same frequency to two or more stations broadcasting to different portions of the world, without conflict.

The Commission pointed out that there are now a dozen international broadcast stations in operation or under construction in this country. A minimum power of 50 kw. is specified for these stations.

New Shortwave Programs

NEW programs now shortwaved to England on NBC's international stations WRCA and WNBI include *Resistance in Europe*, details on the currently conquered countries and occupied territories as related by Frank Nesbitt, chief of the English section of NBC's international division, and *Comments on Current Events* by Arthur Garry, with facts prepared by Maurice English, former war correspondent now with the division.

IT'S WBIG!
The MAGIC CIRCLE
5,000
richly laden watts, night and day, serving the Magic Circle, the richest and most populous area in all the southeast!
Columbia Broadcasting System affiliate.
EDNEY RIDGE DIRECTOR
WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

Text of Order on SHORTWAVE BANDS

The Chairman having determined the absence of a quorum of the Commission placed into effect Administrative Order No 3, for the day of Aug 18, 1941 only, under which the following action was taken by a board consisting of Commissioners Fly, Chairman

Revised Rule 4.44, subsections (a) (b) and (c) regarding frequency assignments to International Broadcast Stations.

The revision of Rule 4.44(a) brings the frequencies listed in this subsection up to date with current assignments and notifications to the Bureau of the International Telecommunications Union. Included therein are the so-called "Pan American" frequencies which have been in the past authorized for use subject to a number of restrictions.

Revision of present subsections (b) and (c) provides for a greater flexibility in the choice of operating frequencies, permitting more efficient use of the limited number of frequencies available, making it possible to assign more than one frequency in any band to a single licensee, and should interference be experienced, that licensee may shift operations to another frequency not subject to the same degree of interference. In addition, due to the time differential of various foreign countries served by our international broadcast stations, it is possible to assign the same frequency to two or more stations without conflict or interference.

The following subsections were added:

Rule 4.44 "(d) An international broadcast station will not be authorized to use more than one frequency listed in any group listed in subsection (a) without a showing of technical necessity."

"(e) Not more than one frequency shall be used simultaneously under the same authorization and call letter designation."

KFUO, Clayton, Mo., has been authorized to change from 830 to 850 kc and increase power from 1,000 to 5,000 watts.

Additional Fund of $209,000 Provided For FCC's Foreign Monitoring Service

TO BE USED in speeding up its monitoring, translating and analyzing functions and increase the opportunity for their practical application to defense problems, the Foreign Broadcast Monitoring Service of the FCC has been voted an additional appropriation of $209,000 for the fiscal year 1942 [BROADCASTING, Aug. 18].

The additional funds, included in the First Supplemental National Defense Appropriation Bill, 1942, were authorized by the Senate Appropriations Committee, accepted by the House and Senate conferees after approval by the Senate, and finally approved by the House in the conference report. They were not in the bill as originally passed by the House.

Speedup Plan

The $209,000 appropriation, added to the regular $60,000 appropriation for fiscal 1942 provided some time ago in the Second Deficiency Bill, gives FBMS a total operating appropriation of $809,000 for the year [BROADCASTING, June 2, 16]. The additional funds, requested by Lloyd A. Free, FBMS director, and E. K. Jett, FCC chief engineer, in an appearance before the Senate Appropriations Committee on July 29, became needed under a reorganization plan for FBMS designed to speed up the monitoring agency's operation.

Under the plan outlined to the committe by Mr. Free, FBMS would decentralize the work of translating, transcribing and reporting foreign broadcasts by establishing complete staffs at each of its four listening posts—Portland, Ore., Kingsville, Tex., Guilford, Md., and Puerto Rico—so that translation and analysis of the foreign shortwave broadcasts could begin immediately upon reception. The plan also provides for linking the listening posts to Washington headquarters by a system of fast wire communication rather than relying on air express and motor vehicles to deliver transcriptions of the broadcasts. Part of the funds will be used to establish teletype connections with the listening posts, so complete translations of foreign broadcasts would be in Washington a few hours after they were received rather than several hours to several days later.

Quick Action

Mr. Free indicated the plan had been developed in cooperation with and the approval of the State, War and Navy Departments, DCB and Col. William J. Donovan, Coordinator of Information. He stated that FBMS' work must be speeded up "very, very materially if we are going to perform the function we should". "The original plan was satisfactory for what amounted to long-range analysis of propaganda," he declared, "but we have reached the point where the Government should be in a position to act immediately on these campaigns as they start from abroad."

Another innovation made possible under the appropriation, termed "an extremely important one" by Mr. Free, is the stationing of an American editor in London with access to the British Broadcasting Corp.'s monitoring service which covers all of Europe, particularly in the long-wave field which cannot be received in America, and some other points not receivable in this country. He would prepare a daily report on these broadcasts for FBMS, probably telephoned to Washington headquarters. It was indicated that reports in many instances would be of military intelligence value.

Although the great bulk of the new funds will go for moving personnel, maintaining larger quarters, paying for extensive use of wire lines and telephone service, part will be used for additional personnel, Mr. Free indicated.

Of Special Interest—

to Advertisers, Agencies and Time Buyers concerning a POWERFUL STATION

PRESENTLY operating 150,000 watts, 1-A clear channel of 1050 kc., under the Havana Treaty. 100,000 watts, equivalent, signal as of September first, 1941.

WE FIRMLY BELIEVE that this powerful station XEG, Monterrey, "THE VOICE OF NORTH AMERICA", governed by self-imposed high standards, will fill a long-felt want among advertisers, agencies and time buyers.

XEG COMPANIA RADIO EMISORA MONTERREY, S. A.

For complete details, rates and availabilities, wire or write:

NORTH AMERICAN ADVERTISING AGENCY
MOORE BUILDING, SAN ANTONIO, TEXAS
..National Representatives..
CHICAGO OFFICE. NATIONAL RADIO SALES, 360 No. Michigan Ave., Chicago, Ill.

BEST KNOWN, BEST LIKED AND MOST LISTE T

AL. BLAND in the

ASSISTED BY BERN

ANOTHER POPULAR PERSONALITY ON

W

C

TO RADIO COMIC IN CINCINNATI AREA

"MORN PATROL"...

JOHNSON & MOSE

THAT IS DOING THE REAL JOB FOR THE ADVERTISER

L. B. Wilson

FIFTY GRAND IN WATTS

K Y

B S

BROADCASTING and Broadcast Advertising

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Advertising Under Fire

RATHER SUDDENLY it has dawned upon the advertising realm that Uncle Sam is doing a job of sniping at their business, which now looms as a coordinated effort dictated from inner New Deal councils. How Government people, crowded to the eyebrws with war and defense activity, can justify this revived and revitalized job founded on the phoney premise of "consumer protection," probably will remain another of those inscrutable New Deal mysteries.

The underlying philsophy of the anti-advertising snipers appears to be that Government grading of everything from toothpicks to 10-ton trucks would eliminate the necessity of promoting name brands, and save the consumer the advertising differential. But such intent is denied by these very same people, whether high officials like Assistant Attorney General Thurman Arnold or some lesser functionary in an administrative agency.

One thing, however, is evident. The attack is coming from all imaginable sources, with a trial balloon here and an incidental statement there. It's a job of shooting at a moving target. There's no legislation to attack. Advertising is being discouraged by suasion and innuendo.

In the Aug. 18 BROADCASTING was published the results of a survey indicating the widening anti-advertising front. Now the American Newspaper Publishers Assn. has circularized its membership, pointing to the increasing evidence of "antagonism to advertising" in Government actions and activities and citing the need for action.

Radio, along with other media, is becoming increasingly aware of the trend. Unlike newspaper and magazines, it has no editorial page or policy. But radio, while giving freely of its time and facilities to causes of national welfare, education or religion, certainly can contribute a modicum in its own interest as well as that of every advertiser, agent or medium.

The public should know the *truth about advertising*. That story can be told over the air.

Service and Repair

LOOK NEXT to the public utilities as sponsors of programs promoting servicing and repair of electrical and gas appliances. National defense requirements will perforce reduce their ability to deliver new refrigerators, washing machines, gas ranges, vacuum cleaners and the like, and they are already casting about for new avenues of trade to recapture the income loss. Biggest of the utilities, New York's Consolidated Edison, has launched a project to set up certified service and repair stations under supervised operation and with standard prices and terms, providing also for plans to finance the repairs. Appliance manufacturers, large and small, and their other distributors may be expected to follow suit—and radio looms as undoubtedly the most effective promotional medium at hand.

Frying Pan Into Fire

IN THESE turbulent times it's risky to predict the outcome of revenue-raising legislation. But enough has transpired to venture a guess that the discriminatory 5-15% net time sales impost, approved by the House, will be knocked out by the Senate Finance Committee in its draft of the Revenue Act.

The controverted provision could not withstand the logic of the opposition expressed in hearings before the committee last week. Several members of the committee freely admitted they considered the tax undesirable, ill-advised and unfair. And for the first time in many moons all elements in the industry—independents, affiliates, networks and even the labor unions identified with radio—were united in their opposition.

But there immediately develops a frying-pan-into-the-fire aspect. FCC Chairman Fly magnanimously opposed the tax as dicriminatory and advanced cogent reasons to support his argument. Yet, under cross-examination, he revealed that the FCC has its own plan for a franchise tax to defray at least the cost of regulation, though he did not outline the precise formula.

Elsewhere in this issue we recount a recommendation pending before the Commission proposing a gross-receipts tax, designed to raise from all communications operations regulated by the FCC approximately $2,200,000 annually to cover normal overhead. While the amount is far less than would be raised under the House provision in the new Revenue Act, it nevertheless does not differ in principle from the obnoxious so-called Haggerty-Flynn proposal.

The FCC proposal would impose a gross receipts tax on stations and networks whether or not they earn profits. It would strike at the ill-fed, ill-clothed one-third, ignoring the cardinal precept that taxes should be paid in ratio to earning capacity. Moreover, the very arguments advanced by Chairman Fly in opposing the House provision apply with equal force to the pending FCC proposal. In fairness, it should be observed that the proposal not only has not been approved by the FCC, but must procure Congressional sanction as an amendment to the Communications Act before it can become law.

To us it seems a more equitable franchise tax method—if one indeed is justified at all—would be a levy on station facilities computed in conjunction with ability to pay. Or perhaps something akin to a court fee system might be devised, under which stations would pay a nominal license fee and applicants would pay an amount sufficient to cover costs, inspections and the like. The latter plan in fact might prove beneficial in that it would discourage irresponsible or "nuisance" applications and apply costs in proportion to the burden imposed.

With government costs mounting daily, every conceivable source of revenue is going to be tapped, if not this year, next. Radio is contributing more and more of its substance in time without complaint and in the teeth of what at best is an uncertain outlook. It willingly shares its added burden, but asks only that it be treated equitably.

Guestitorial

A SUGGESTION TO AGENCIES

By A. E. JOSCELYN
General Manager, WBT, Charlotte

HOWEVER pleasant and profitable it might be for a radio station to have its schedule so full that it is necessary to use the proverbial shoehorn to squeeze in another announcement or two, it certainly brings a batch of unrelenting headaches—among which is vainly attempting to frame "no availabilities" letters so that asking-agencies will understand that schedules are really crowded, and that a station is just not being temperamental and independent because it happens to have had quite a stretch of good business.

While difficulties in providing availabilities come in many forms, there are two tough ones that drop into a station's lap much too frequently. The first is the most common and the hardest to handle—trying to provide satisfactory availabilities for 100-word announcements or for one-minute transcribed announcements. I am sure there are many stations such as WBT which have a daily program schedule so tight that man or science would have a tussle indeed to accommodate announcements of such length.

WBT is not a Columbia basic, yet between network, national spot and our local shows, we have filled up the schedule to a point where from 5 in the morning until 10:45 at night, we have one program following right after another. As there is but 30 seconds for station identification, only the shorter station-break announcements can be accommodated between these programs.

You just cannot squeeze a transcribed minute or a hundred words, which usually takes close to a minute when given orally, into 30 seconds. The result on WBT is that with the exception of Saturdays and Sundays, there are seldom any spots during the day where a hundred-word or minute transcribed announcement can be run with the exception of three 10-minute periods that we hold open for announcements immediately following our 8:

(*Continued on page 42*)

We Pay Our Respects To —

KENNETH MALCOLMB HANCE

WORLD WAR I was at its height when Kenneth Malcolmb Hance, now vice-president and treasurer of KSTP, St. Paul, landed in the Texas town of McAllen in 1917. Secret German radio messages somehow were filtering through the Mexican air to Berlin, messages that caused no end of consternation to the U. S. Intelligence Division.

It was Ken's duty, as an Army Signal Corps intelligent agent, to locate the German transmitter operating in Mexico. Day in, week out, Hance and his staff vainly checked the air for secret code messages. Then one night it happened. A tremendous steam-escaping-like noise penetrated the static, a signal that finally was interpreted as a series of five code groups. Detailed technical analyses were rushed to headquarters, and within a short period a German transmitter of 150,000 watts was discovered in the heart of Mexico, and taken over.

Mr. Hance was well fitted for his Army-radio sleuthing job for he had started finding out the secrets of radio as a youngster out in Fargo, N. D., where he was born Dec. 18, 1894. His career in radio began in 1910 when he constructed and operated his own amateur radio station while gaining his higher education at North Dakota State College. Four years later he left North Dakota State to join the American Marconi Co. as a wireless operator where he was assigned to the Great Lakes and Atlantic "beats". During his three-year service with that company . . . the predecessor of the RCA . . . Hance traveled the waters on such vessels as the *El Cid*, *Siamese Prince*, *North Star* and *Sarnia*.

After his discharge in 1919, Hance returned to Detroit Lakes, Minn., with radio still the foremost thought in his mind. Casting about for something in that field, he went back to Fargo in 1920 where he established the Radio Equipment Corp., a jobbing house dealing in radio sets and parts. Two years later, with Earl Reineke, he became one of the founders of WDAY in Fargo.

A few years later, in 1928, a new voice was being established in Minneapolis and St. Paul and, selling his interests in WDAY, Ken joined KSTP, the new station, as chief announcer. He remained in that capacity only a short time, quickly moving into the executive end of the station. In 1936, after eight years with KSTP, he was elevated vice-president and treasurer of the station, now NBC's Red network station operating with 50,000 watts.

Mr. Hance is widely known throughout the midwest for the exceptional number of good announcers he has developed. More than a half-dozen trained by Hance, have secured employment with the networks, including Pierre Andre, John Wald, Abbott Tessman, George Putnam, George Watson, Jack Costello and, more recently, Thomas D. Rishworth, now assistant public service director for NBC's eastern division.

Mr. Hance is married, lives at 1491 Edgcumbe Road in St. Paul and is the father of one son, Richard. Though his first hobby is naturally radio with 31 years of experience behind him, Ken finds time to tinker with photography. Son Dick, like his father, also is a student of photography, and leaving the U of Minnesota this year he secured the job of photographer with the Great Northern Railroad.

Mr. Hance is president of the Kiwanis club in St. Paul and member of the St. Paul Athletic Club.

MAJ. EDWARD BOWES, having recovered from a recent operation, returns Sept. 4 with his *Original Amateur Hour* to CBS after an 11-week layoff.

Personal NOTES

JESSE S. BUTCHER, director of radio activities of the United Service Organization during its recent fund raising campaign, has been named USO director of public relations. Mr. Butcher, formerly manager of the *New York Times* feature news syndicate, was previously public relations director of CBS and an executive in the NBC station relations department.

LIEUT. BARRY BINGHAM, president and publisher of the *Louisville Courier-Journal and Times* and WHAS, Louisville, formerly laison between the radio section and other divisions of the Navy Department Public Relations Office, on Aug. 18 was transferred to become liason officer between the Navy Department and the Office of Civilian Defense, headed by Major LaGuardia of New York.

THEODORE C. STREIBERT, vice-president of WOR and MBS, and Mrs. Streibert, on Aug. 16 became the parents of a son, Theodore Paul, born at the Brooklyn Hospital.

ALLEN W. SAYLER, supervising investigator-attorney of the FCC's Inquiry Section, and Frances Wheeler, daughter of Senator and Mrs. Burton K. Wheeler, of Montana, were married Aug. 22, and left immediately on a honeymoon.

TREVOR ADAMS, former partner of Adams & Adams, station representative, and previously director of sales of the Texas Network, has joined the sales staff of WINS, New York.

GORDON SHAW, who joined WJR, Detroit, last September, has been named to succeed Maj. James Stevenson, who has been a WJR newscaster nine years. Stevenson will be attached to the Judge Advocate General's office in the Chicago area, assigned to intelligence.

MERRILL M. ASH, announcer of KPAC, Beaumont, Tex., has been promoted to program director.

J. SOULARD JOHNSON, director of sales promotion of KMOX, St. Louis, has been named chairman of the entertainment committee for the Missouri Retail Grocers Assn. Convention in St. Louis the week of Oct. 19.

CLIFFORD H. DOWLING, veteran Canadian newspaperman, has been appointed assistant general manager of British United Press, headquartering at Toronto, according to General Manager R. W. Keyserling.

KEN CHURCH, sales manager of KMOX, St. Louis, has been commissioned a captain in the First Missouri Infantry, reserve military force.

J. E. KOPF, brother of Harry Kopf, manager of NBC central division, has joined the sales staff of KTSM, El Paso, Tex.

JOHN L. McCLAY, former general manager of WBAB, Atlantic City, has volunteered and leaves late this month for active duty.

BOB BARBLEY, sales manager of National Recording Supply Co., Hollywood, resigned Aug. 18 to enter the Naval Reserve as a chief petty officer. He was assigned as chief photographer of the new sound-photographic unit.

HERBERT SIMON, former radio director of United States Adv. Co., Toledo, has joined the sales staff of WJJD, Chicago.

ROBERT E. PUSEY, of Westinghouse in Detroit, has been named auditor of KDKA, Pittsburgh, replacing the late David F. Dickson.

WILLIAM S. RAINEY, for 12 years NBC manager of production in New York, has been added to the radio section of the Treasury Dept. Defense Savings Staff, working out of the New York Office. Among other duties he will produce the new *America Preferred* broadcasts which begin Sept. 6 over MBS.

M. R. TENNERSTEDT, formerly western manager of McCandlish Lithograph Corp., Chicago, has joined the Chicago sales staff of William G. Rambeau Co., station representatives.

DONALD C. BEELAR, Washington attorney in the office of Kirkland, Fleming, Green, Martin & Ellis, and Mrs. Beelar, on Aug. 7 became the parents of a 7 lb. 4 oz. daughter, their first child.

ARTHUR WEILL, assistant comptroller of WHN, New York, and Ruth Gail Philip of Brooklyn are to be married in September.

LEON RACUSIN, formerly salesman of WJJD, Chicago, has joined the sales staff of WCFL, Chicago.

H. K. CARPENTER, vice-president in charge of operations of WHK and WCLE, Cleveland, and WHKC, Columbus, O., has been named to a committee position with Rotary International.

WILLIAM LOFBACK, formerly of WHLB, Virginia, Minn., has been appointed commercial manager of WDLP, Panama City, Fla.

ARTHUR COOPER, formerly of WELI, New Haven, has joined the sales staff of WNAB, Bridgeport, Conn.

A. A. McDERMOTT of the Toronto office of Stovin & Wright, radio representatives, on Aug. 23 married Betty Bourget, in Regina, Sask.

Becker Transferred

I. S. BECKER, vice-president of Columbia Artists Inc., on Aug. 25 joins the CBS operating department as general assistant to Lawrence W. Lowman, CBS vice-president in charge of operations. Among other duties, Mr. Becker will be in charge of negotiating and preparing contracts for all talent, including writers, used by CBS. Before joining Columbia Artists in 1934 as business manager and assistant director, Mr. Becker was with Orchestra Corp. of America and Consolidated Radio Artists Inc.

Bancroft Gherardi

BANCROFT GHERARDI, of Short Hills, N. J., former vice-president of AT&T, died Aug. 14 at Sudbury, Ont., from a heart attack while on vacation. He was 68. Mr. Gherardi was a trustee of Cornell University. He started as a cable tester in 1895, rapidly rising to chief engineer of AT&T in 1918 and vice-president in 1920. He retired in 1938. In 1932 he received the Edison Medal "for contributions to the art of telephone engineering and development of electrical communication".

James Clayton Randall

JAMES CLAYTON RANDALL, plant manager of WTIC, Hartford, and technical radio engineer for the Hartford police department, was found dead Aug. 19 in his home. Death was due to natural causes. A native of Whitehall, N. Y., Mr. Randall joined the Army in 1911, serving as wireless operator during the World War. He had been with WTIC since the station was founded in 1924.

Fidler Resumes Series On Don Lee After CBS Disagrees on Criticism

BECAUSE of asserted differences of opinion between CBS Hollywood executives and Jimmy Fidler, commentator on the weekly quarter-hour *Tayton's Tattler*, sponsored by Tayton Co. (cosmetics), as to what constitutes "legitimate motion picture criticism," the latter obtained a cancellaton of his contract with the network on Aug. 15.

Hollywood gossip series was subsequently shifted to 8 Don Lee stations, Fri., 6:15-6:30 p.m. (PST), effective Aug. 22. Original 52 week contract which started July 11 called for release of program on 6 CBS Pacific Coast network stations, Friday, 8:30-8:45 p.m. (PST).

Relations between CBS and Fidler had been strained for some weeks. They reached a climax when the commentator recently released a statement to the press titled "Radio Censorship Unbearable" in which he allegedly accused the network of clamping down on his gossip items as well as motion picture ratings. Fidler charged that he was not permitted to review a film as "downright bad," even if he found it so.

Final severance occurred when CBS reportedly insisted upon deletion of some editorial advice to Laraine Day, MGM film player, as well as the reading of an open letter to George Brent, Warner Bros. star. Comment of CBS officials concerning the situation was, "Columbia has often differed with Mr. Fidler as to what is legitimate motion picture criticism. If he has found a network which will accept his views on the subject we are pleased."

'Farm and Home Hour' Is Praised By Wickard

"A THOUSAND thanks" was expressed by Secretary of Agriculture Claude R. Wickard, speaking on the 4,000th broadcast of the NBC-Blue *National Farm & Home Hour*, "to the broadcasters who have opened up 4,000 times this channel of communication between the public and the public's servants in the Dept. of Agriculture".

"Whenever we have some facts that need to go nationwide", the Secretary said, "we always turn to *Farm & Home Hour*. It's one of the 'old reliables' in our business of taking information to the American people. I know we'd be lost without it, and I think that millions of farm and city homes would, too".

The 4,000th broadcast of the *Farm & Home Hour* was marked on July 28 by special interviews from farms in various parts of the country, including Mr. Wickard's farm in Indiana. Throughout the week special pickups were made on the program, including interviews with 4-H Club members, executives of manufacturers' associations and with officials of farm organizations.

APPLYING for a limited time station in New Haven, Conn., on 1200 kc. using 1,000 watts is the New Haven Broadcasters, a partnership of H. Ross Perkins, yacht yard operator, and J. Eric Williams, radio salesman.

More of Mr. Amplistat

BY MAURICE CONDON

Here are some more cliches, these based on broadcasts of prize-fights. Following the example of Frank Sullivan's pieces in the 'New Yorker,' Mr. Condon, of WGAR, Cleveland, relates this dialogue between a sportscaster and a mythical cliche expert, Mr. K. W. Amplistat. Mr. Condon's previous contribution, an imagined dialogue between a dance band announcer and Mr. Amplistat, appeared in the Aug. 11 issue.

Q. You are a radio sports reporter?

A. I am an ace sportscaster, Mr. Amplistat.

Q. You describe sporting activities?

A. I am on the scene at the major sporting events.

Q. Fights, for example?

A. I give a rapid-fire blow-by-blow account of slugfests.

Q. What it your physical description of the participants?

A. You mean, how do they shape up?

Q. Yes, how do they shape up?

A. They're not all the same, by any manner or means. A fighter may be in the pink. He may be strong as a bull, or an ox. A battler may be trained to a razor edge, and still be fit as a fiddle. He may be as hard as nails, as tough as a pig's nose, or fresh as a daisy.

Q. How about physical dimensions?

A. Oh, your slugger may be big as a house, or he may be small and shifty, no bigger'n a minute.

Q. Are these pugilists intelligent?

A. If a slugger is cagy, then he's smart as a whip and slippier'n a eel. He is cool as a cucumber in the clinches. If he's been on the receiving end of too much leather, then he's slap-happy, punchy, whacky or just plain punch-drunk.

Q. You take into account the referee as you describe the bout?

A. I give a plug to the third man in the ring.

Q. Is he a competent referee?

A. He is a ring-wise, grizzled veteran of many campaigns. He is also battle-scarred.

Q. How does this contest commence?

A. With the sound of the gong.

Q. Does this encourage the men to leave their corners?

A. They've been waiting, tense as tigers for the kill.

Q. They approach with considerable velocity?

A. They leap like lightning from their respective corners.

Q. Is there an impact?

A. Too early. They feel each other out . . . they take each other's measure.

Q. When does the punitive action begin?

A. When the Champ hangs one on the chalienger's chin?

Q. Oh, the Champ gets in the first blow?

A. A solid left . . . the Champ's quicker'n greased lightning.

Q. Is the Challenger able to withstand this punishment?

A. No, the Champ has hit him where he lives.

Q. Does the Champ follow up this advantage?

A. He follows through with the old one-two.

Q. What does this comprise?

A. The Champ lets him have it in the bread-box.

Q. Does the Challenger react by falling?

A. Certainly not, Mr. Amplistat. He slumps.

Q. To the floor?

A. Never. To the rosin.

Q. Does he fall heavily?

A. Like a ton of bricks.

Q. Is he insensible?

A. You mean, is he laid among the daisies?

Q. Unconscious, I mean.

A. No . . . he waits out the count trying to brush the cobwebs from his dazed brain, and then bounces to his feet.

Q. Wouldn't he be wiser to conserve his energy by gradually retiring?

A. Mr. Amplistat, I assure you he bounces to his feet.

Q. I see. What is the Challenger's strategy now?

A. He falls into a clinch.

Q. How is this action received generally?

A. The ref separates them. Ten steps between them.

Q. Is the audience interested thus far?

A. The crowd is on its feet, yelling for the kill.

Q. And I believe you expressed hope at such a time?

A. I do. I hope that the vast radio audience can hear me above the din.

Q. Returning to the contest—what is the Champ doing?

A. He is hitting the Challenger with everything but the kitchen sink, the rafters, or the referee.

Q. What would you call the emerald liquid issuing from the Challenger's nose?

A. Gore.

Q. Is the Challenger apprehensive?

A. He's in trouble; he's stalling for the chime. He looks anxiously toward his corner . . .

Q. Does he retreat?

A. Never, Mr. Amplistat. He is cycles.

Q. And does the Champ regard this with favor?

A. He does not. He's got his right cocked for the kayo, and he wants to stand toe-to-toe, in a slugging match.

Q. What is the Challenger saved by?

A. There's the bell ending . . .

Q. The first round?

A. The first stanza, Mr. Amplistat, the first stanza.

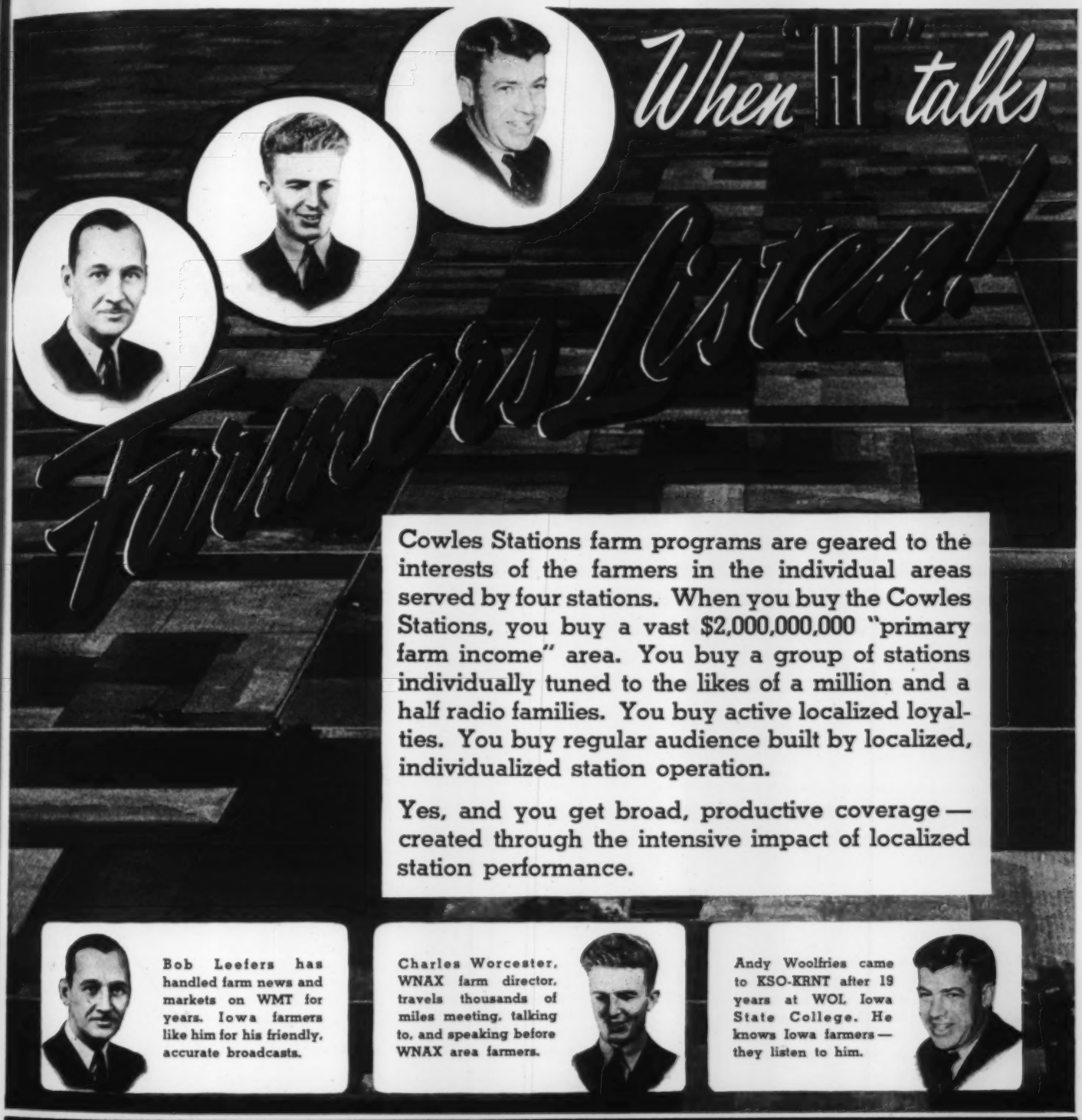
BEARING DOWN on a nifty quartet arrangement are these revelers at the annual picnic for members of the Binyon Optical Co., Pacific Coast optometrists and radio advertisers. Poised around the accordion accompanist (center) are (l to r) Dr. J. R. Binyon, in chef's cap and apron, part-owner of KEVE, Everett, Wash., and KWAL, Wallace, Ida.; Francis G. Mullins, Seattle manager of Ruthrauff & Ryan; R. E. Goebel, R&R account executive; Dr. H. C. Nickelson, Binyon Co. manager.

KEVE, IN EVERETT, TO START SEPT. 2

SETTING Sept. 2 as the starting date for the new KEVE, Everett, Wash., Cliff Hanson, recently appointed operations manager of the station, has announced personnel selected so far.

Jack McClinstock, formerly in radio and with several advertising agencies in Seattle, is to be continuity chief; Fred Moore, former newspaper and publicity man, news editor; Cliff Hansen, formerly of KFBB, Great Falls, Mont., and KGNF, North Platte, Neb., chief engineer. Equipment is Western Electric throughout, with a 300-foot vertical Wincharger radiator erected by the Tower Construction Co., Portland.

KEVE will operate on 1460 kc. with 250 watts. It was granted May 6 to the Cascade Broadcasting Co., Inc., of which J. R. Binyon, 25% owner of KWAL, Wallace, Ida., and owner of a chain of optical stores in Washington, is president and 50% stockholder. L. W. Wallgren, a telephone engineer, as vice-president and treasurer, holds 49.2% with C. A. Hampton, a radio dealer, holding a qualifying share.



Cowles Stations farm programs are geared to the interests of the farmers in the individual areas served by four stations. When you buy the Cowles Stations, you buy a vast $2,000,000,000 "primary farm income" area. You buy a group of stations individually tuned to the likes of a million and a half radio families. You buy active localized loyalties. You buy regular audience built by localized, individualized station operation.

Yes, and you get broad, productive coverage — created through the intensive impact of localized station performance.

Bob Leefers has handled farm news and markets on WMT for years. Iowa farmers like him for his friendly, accurate broadcasts.

Charles Worcester, WNAX farm director, travels thousands of miles meeting, talking to, and speaking before WNAX area farmers.

Andy Woolfries came to KSO-KRNT after 19 years at WOI, Iowa State College. He knows Iowa farmers — they listen to him.

THE Cowles STATIONS

Represented by The KATZ Agency

WCAO

the Voice of Baltimore since 1922

★

Columbia Basic since 1927

★

Broadcasting on 600 kc.

In the rich, productive Baltimore area WCAO consistently reaches and influences the cream of your sales potentials.

BEHIND the MIKE

JACK TOWERS, formerly radio specialist with KFDY, of South Dakota State College, Brookings, S. D., on Aug. 1 joined the radio section of the Agriculture Marketing Service of the Department of Agriculture. His work will deal principally with crop and livestock reports and market news in the radio section, headed by E. J. Rowell.

GENE TRACE, lately of WMBD, Peoria, Ill., has joined WKBN, Youngstown, as program director. Joe Edison has returned to WKBN after a year at WMMN, Fairmont, W. Va.

RUSS JOHNS, formerly of WNYC, New York, and the radio department of the New York World's Fair, has joined the shortwave department of CBS.

PAUL GIROUX, musical director of KTAR, Phoenix, has married the former Mary Evans.

RICHARD CARLSON, summer relief announcer, has joined the regular announcing staff of WELI, New Haven, succeeding Jerry Lewis, resigned.

KEN McCLURE, formerly with WOAI, San Antonio, and for three years president of the Assn. of Radio News Editors and Writers, has joined the news staff of WBAP-KGKO, Fort Worth.

BERNICE LONG, of the program department of WJSV, Washington, was married Aug. 24 to Corp. William Blythe of the Army Air Corps, stationed at Bolling Field, D. C.

LLOYD DENNIS, program director of WJSV, Washington, has been appointed regional educational director of CBS for the Southern States by Sterling Fisher, CBS director of education and talks.

JACK R. WAGNER, formerly production manager of KHUB, Watsonville, Cal., and more recently of KSRO, Santa Rosa, Cal., is now handling summer relief at KQW, San Jose, Cal.

J. B. LAKE, announcer of KVOO, Tulsa, is the father of a boy born recently. Glenn Ransom, former Chicago freelancer, has joined the KVOO announcing staff.

JIMMY DOOLEY, announcer of WSTV, Steubenville, O., is the father of a boy, born Aug. 8.

HUGH IVEY, announcer of WSB, Atlanta, is the father of a girl, born Aug. 12.

SAM HAYES, NBC Hollywood news commentator, is recovering from a tonsil operation.

SAM PERRIN and Artie Phillips, Hollywood writers, have been signed to work on the *Burns & Allen* radio program, to be launched in the fall under sponsorship of Lever Bros. (Swan soap).

AL GROBE, continuity director of WINS, New York, on Aug 11 became the father of a baby girl.

STEWART GARNER, KHJ, Hollywood, mimeograph department manager, has been transferred to the transcription division. Don Chapman of guest relations takes over Garner's former duties.

DAVE ROSE, Hollywood musical director of Don Lee Broadcasting System, in collaboration with his wife, Judy Garland, the film actress, has written lyrics to his theme song of the weekly half-hour MBS *California Melodies*. Composition, titled "One Love," has been published by Western Music Publishing Co., Hollywood.

GE Names Bennett

JACK BENNETT, former assistant manager of KRE, Berkeley, Cal.; manager of WHUB, Watsonville, Cal., and connected with the radio division of the Golden Gate International Exposition as well as a member of the NBC San Francisco announcing staff, has been appointed chief English - speaking announcer of KGEI, General Electric's short-wave station in San Francisco, according to E. T. B. Harris, KGEI manager. Bennett will broadcast four daily newscasts, five times weekly, to Asia, Africa and the Antipodes. He will also conduct such programs as *Missionary Mailbag* and the weekly *We Read Time*.

Mr. Bennett

THOMAS CALHOUN, Jr., program manager of the CBS shortwave division, has resigned to enlist in the Naval Reserve. He has been assigned as yeoman to the Naval Communications Office, New York.

PAUL CONLON, Hollywood writer-producer of the weekly half-hour *Signal Carnival*, sponsored by Signal Oil Co., on NBC Pacific-Red stations, has resigned.

KEN ELLINGTON, of the special events department of WBBM, Chicago, has joined the staff of the Aeronautical Chamber of Commerce, handling radio and public relations. He will make his headquarters in New York, but will make a tour of California aviation centers before going east.

ROBERT MORARD, of the special events department of CBS, Chicago, has joined the public relations division of the Navy, with headquarters in Chicago. He was recently commissioned an ensign.

BOB EMERICK, formerly of KPI, KECA and KNX, Los Angeles, has joined the announcing and production staff of KROW, Oakland, replacing Bert Winn, leaving for KSFO, San Francisco.

JOHNNIE NEBLETT, sportscaster of KWK, St. Louis, recently joined the staff of the St. Louis publication, *Tips On The Town*.

DON LEWIS has been placed in charge of all news broadcasts of WWL, New Orleans, and will handle the *Esso Reporter* broadcasts.

JOHNNIE O'HARA, sportscaster of KWK, St. Louis, recently married Kathryn Stapleton of Miami Beach.

ALICE HALL has been named traffic manager of WRAL, Raleigh, N. C.

CHARLIE WORCESTER, farm service director of WNAX, Yankton, is covering an 8,000-mile circuit during the fair season, visiting major events in four states with the WNAX mobile unit.

EDMUND LINEHAM, program director; Harriet Ristvedt, continuity writer, and Andy Woolfries, farm expert of KSO-KRNT, Des Moines, will be on the faculty of the Drake radio school during the school year.

JACK THOMAS, announcer of KSO-KRNT, Des Moines, on Aug. 13 married Miriam Ryan, in Kansas City. They will make their home in Dallas.

FRANK NEWTON, continuity writer of KSO-KRNT, Des Moines, was given a farewell party Aug. 17 by the staff prior to his departure for Chicago where he is joining Lord & Thomas.

Oh! IT'S MAIL YOU WANT*

*WE GET IT
(1-announcement brought 583-mail replies.)

* Primary & Secondary Population 2,950,849
(Ground Radials in Salt Water)

the new

WHEB

PORTSMOUTH, N. H.

A Clear Channel Station

750 Kilocycles — 1000 Watts

BERT GEORGES—Managing Director

THE SAME HIGH QUALITY, THE SAME LOW PRICE, THE SAME PROMPT DELIVERY AS WHEN IT WAS INTRODUCED

In these days of priorities and shortages we're happy to tell you that the Gates 30 Series Console . . . the fastest growing infant of the Gates line of equipment . . . hasn't been forced to make a single change (even to its diapers) . . . and that we're well prepared to guarantee the same components, the same AM and FM quality performance, the same choice of color combinations, the same fast delivery and the same low price that have made it the performance and sales sensation of the industry. From a labor and material standpoint we're well fortified to take care of all present orders and a large number of near-future commitments.

Check these reasons why GATES MODEL 30 is the logical speech equipment for you:

- Five (not 4) pre-amplifiers
- Twelve (not 6) remote line positions
- Three (not 1) front panel color selections
- Five position V.U. range switch accurate to .05% with the largest make V.U. meter available
- Only console built into genuine steam fitted WALNUT and Rakuda WOOD cabinet
- Flat frequency response from 25 to 16,000 cycles without consequential distortion at any frequency
- No cross-talk—each console has over 400 ft. of individually shielded wire

Play safe . . . get your order in now while delivery schedules can still be maintained. Mail the coupon below and we'll send complete information.

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RADIO AND SUPPLY CO.
"The Proven Line"

MANUFACTURING ENGINEERS SINCE 1922

GATES RADIO AND SUPPLY CO.
QUINCY, ILLINOIS

Please send me immediately a copy of you new Bulletin B-12, describing the exceptional features of the new Gates 30 Series Speech Input Console.

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Best Buy of the Year

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America's Test City
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DAY
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LOW RATES
General Offices
54 Pratt St., Hartford, Conn.
NATIONAL REPRESENTATIVES
HEADLEY REED COMPANY
NEW YORK CHICAGO ATLANTA DETROIT

EDWARD KING, junior producer in the NBC production department in New York, has been promoted to full status of producer and transferred to production staff of NBC's midwest division in Chicago.

WILLIAM KIR-STIMON, formerly engaged in freelance publicity, has joined the publicity staff of CBS, Chicago.

BOB GADBERRY, program director of KOAM, Pittsburg, Kan., and Grace Hood, Columbus, Kan., were married recently.

BOB SUTTON, formerly of WCCO, Minneapolis, has joined the production department of WLOL, Minneapolis.

ROD O'CONNOR, portrayer of the humorous character, "Homer Honeysuckle," has been added to the *Sunrisers*, early morning program of WCCO, Minneapolis.

BOB GRAY, formerly of the guest relations staff of KPO-KGO, San Francisco, now in the Army, recently was promoted to staff sergeant in charge of his company's radio division.

DOUGLAS GOURLAY, announcer, formerly of KDYL, Salt Lake City, has joined KPO-KGO, San Francisco, replacing Larry Keating, transferred to Hollywood NBC studios.

JOHN K. CHAPEL, news editor of KROW, Oakland, Cal., is on a leave of absence and is making a lecture tour to Mexico, Central America and the Southwestern States.

JACK HARTLEY, formerly of NBC and now supervisor of the special events division of the radio section of the Office of Public Relations of the Navy Department, on Aug. 9 married Maxine Cook.

CHARLES H. PARK, formerly of WFDF, Flint, Mich., has joined the announcing staff of WJR, Detroit.

Meet the LADIES

MARGARET BANKS

SAPPHIRE-EYED Margaret Banks, musical director of WBIG, Greensboro, N. C., pianist, organist, and composer, has earned a name for herself in the musical world as director of the WBIG Ensemble, a distinguished salon group which has already earned a national reputation. Discoverer and developer of talent, both vocal and instrumental, a natural musician with a born sense of leadership, Margaret has planned and produced music for the most select radio programs, social and public events. She handled one of WBIG's stars a few weeks ago who won honors in Miami, Fla., for distinguished musical talent, and was invited as special guest of the Cuban Government for a week in Havana. The WBIG Ensemble, under her direction, has been chosen to play at the distinguished guests banquet of the world-famed National Tobacco Festival, in South Boston, Va., early in September, with Wendell Willkie, Gov. Price of Virginia, Madeline Carroll and a galaxy of other distinguished folk in attendance.

JIM LEWIS, of the CBS Hollywood guest relations staff, on Aug. 22 reported for Army duty as second lieutenant.

CLETE ROBERTS, program director of KMPC, Beverly Hills, has been granted his private pilot's license.

JOHN KOLBMANN, sports announcer of WHAT, Philadelphia, is the father of a boy born this month.

JACK O'REILLEY, formerly of WJLS, Beckley, W. Va., has joined the announcing staff of WPEN, Philadelphia.

EDNA WHITTINGTON, head of the continuity department of WIP, Philadelphia, has been appointed to the advisory editorial board of *Glamorous*, a new women's magazine.

GEORGE THOMAS, announcer of WCAU, Philadelphia, has been drafted for military service and leaves this week for Fort Meade, Md.

GIL NEWSOME, from WFMJ, Youngstown, O., has joined the announcing staff of WCAU, Philadelphia. He replaces John Franklin, who was drafted.

TOLIVER CLEMENT, formerly of WBT, Charlotte, has joined the continuity staff of KOIN-KALE, Portland, Ore.

DALTON HILLE has joined the announcing staff of WMMN, Fairmont, W. Va.

HARRY L. GRIMES, formerly of WGAU, WJHO, WMJM and WGOV, has joined WJMA, Covington, Va.

Elmer Peterson Named As W C C O Newscaster

ELMER W. PETERSON, onetime Minneapolis newspaperman who has just returned from Europe after ten years' service for Associated Press there, has been signed by WCCO, Minneapolis, as news analyst. Peterson is to join the station at the termination of a four-week period in New York when he will participate in the CBS *World Today* programs.

Special promotion to introduce Peterson to Northwest listeners is being undertaken by WCCO with the making of transcriptions in New York as well as news photos of Peterson with Paul White, Elmer Davis and other CBS news personalities to be distributed to newspapers in area. WCCO plans eventually to carry the new commentator on a Northwest network of CBS stations. Peterson's assignments with AP included the Spanish Civil War; invasions of Poland, Denmark, Norway and the Balkans; and the Russo-Finish war of 1940.

Barlow Honored

HOWARD BARLOW, conductor of the Columbia Broadcasting symphony orchestra, has been awarded a scroll "in recognition of his contributions to the field of symphonic music for the last 13 years" by Sigma Alpha Iota, national professional music fraternity for women.

Blue Aviation Devotees

MARY COYNE, secretary to E. H. James, sales promotion director of NBC-Blue, spent her vacation building up her number of solo flying hours to the required number, and this month made her official cross-country flight, flying from Roosevelt Field to the Solfolk Airport and back. Miss Coyne now needs only to pass the written examination of the Civil Aeronautics Authority to secure her pilot's license. Mr. James himself has completed groundschool instruction, but has not begun his air training.

WPEN, Philadelphia, was silenced for 25 minutes Aug. 19 when an auto hit an electric pole, shutting off service in the area.

MORE
POWER
FOR YOU!
WITH WALA 5,000 Watts Day & Nite
IN MOBILE and the rich Gulf Coast industrial area
MORE *SALES POWER* TOO!
• NBC Red Network
• Reps.: John H. Perry Associates
Sept. 1 - 5,000 Watts - WALA

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
BOSTON
N.Y.

TRY A NEW PRESTO GLASS RECORDING DISC AT OUR EXPENSE

Every recording engineer who has used the new Presto glass disc says it's the finest disc he has seen. Seeing is believing. We want you to see for yourself. So we're asking you to fill out the coupon below and mail it to us. The distributor you name will send you, free of charge, a sample Presto 12" glass disc.

When you get your disc, examine it under a strong light. Note the perfect smoothness of the recording surface, the complete absence of blemishes, streaks or swirls. Note the extra thickness of the Presto disc, the added rigidity and durability that makes it easier to handle, safer to use. Of the first 25,000 Presto glass discs shipped, 3 arrived broken. No breakage was reported in use.

Notice also the 2 holes in the Presto disc, a center hole that fits snugly over the turntable shaft, centering the disc accurately on the table, and a hole for the drive pin essential for positive operation of your cutting mechanism. Both holes are protected with brass eyelets to prevent chipping.

Record a frequency run on your Presto disc. You'll find it reproduces the entire range from 50 to 8,000 c.p.s. without a suggestion of surface noise. The famous "Q" compound, originated and perfected by Presto, is now triple-filtered to remove impurities that cause noise and needle wear. You'll be amazed at the long life of your cutting needles used exclusively on Presto discs.

Every detail of disc manufacture has been perfected in the new $250,000 Presto disc plant to give you better recordings. Now is your chance to try this new Presto disc at no cost.

IMPORTANT

If you are using Presto glass discs as well as the thinner metal discs, ask your distributor for a *thin* rubber turntable mat. It compensates exactly for the difference in the thickness of the two discs and keeps the adjustment of your cutting mechanism and needle angle correct for both types. Thin mats are sent without charge to users of Presto discs.

MAIL THIS COUPON TODAY

PRESTO RECORDING CORPORATION
242 West 55th St., New York, N. Y.

Send us the free sample Presto glass disc.

Name of firm.....

Street and Number.....

City and State.....

We regularly buy our discs from:.....

Name of distributor.....

Street and Number.....

City and State.....

PRESTO
RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D. C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

"Tell me, Mr. Research Man, do other men's wives spend all their time listening to WFDF Flint Michigan?"

NOW THEY LOOK LIKE THIS

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THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

WJHP

N·B·C BLUE

Your greatest opportunities are open in Jacksonville over WJHP. Try and be convinced.

H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
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Guestitorial

(*Continued from page 34*)

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THE GREAT TENNESSEE VALLEY

WLAC

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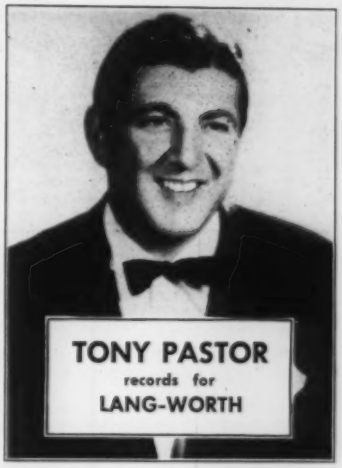

A CIGARETTE ADVERTISER:

"Many thanks, indeed, for..the screen trailer. We sincerely appreciate your efforts in our behalf."

50,000 WATTS
NBC RED NETWORK
DENVER
KOA
REPRESENTED NATIONALLY BY SPOT SALES OFFICES

NO FANCY PRICE FOR FANCY FARM (Ky.)!

We don't know what's so fancy about the metropolis named Fancy Farm (Ky.)—but it ain't exactly the possibilities for doing big business! That's why WAVE makes no charge for covering Fancy Farm and other "towns" like it. Our rates are still based on the big, rich Louisville Trading Area, where *ability to buy* is 33% *greater* than the rest of Kentucky *combined!* And remember—folks *listen* to WAVE because we're the *only* NBC Basic Red Network source within 100 miles! With a set-up like that, you simply can't miss!

LOUISVILLE'S WAVE

5000 Watts
970 K. C. . N. B. C. Basic Red
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

"Tell me, Mr. Research Man, do other men's wives spend all their time listening to WFDF Flint Michigan?"

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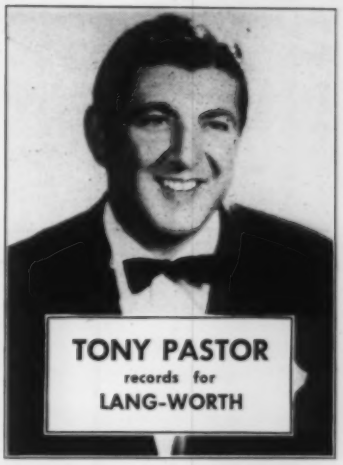

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REPRESENTED NATIONALLY BY SPOT SALES OFFICES

NO FANCY PRICE FOR FANCY FARM (Ky.)!

We don't know what's so fancy about the metropolis named Fancy Farm (Ky.)—but it ain't exactly the possibilities for doing big business! That's why WAVE makes no charge for covering Fancy Farm and other "towns" like it. Our rates are still based on the big, rich Louisville Trading Area, where *ability to buy* is 33% *greater* than the rest of Kentucky *combined!* And remember—folks *listen* to WAVE because we're the *only* NBC Basic Red Network source within 100 miles! With a set-up like that, you simply can't miss!

LOUISVILLE'S WAVE

5000 Watts
970 K.C. . N.B.C. Basic Red
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHBF, Rock Island

Western Grocers Co., Des Moines (Jack Spratt foods), 6 *sp* weekly, thru Cooldige Adv. Agency, Des Moines.
Chicago Motor Club, Chicago, 3 *sp* weekly, thru Aubrey, Moore & Wallace, Chicago.
Haskins Bros. Soap Co., Omaha 8 *sa* weekly, thru Sidney Garfinkel Adv. Agency, Los Angeles.
International Milling Co., Minneapolis (Robin Hood flour), 6 *sa* weekly thru Campbell & Mithum Inc., Minneapolis.
Jewel Tea Co., Barrington, Ill., 14 *ta* weekly, thru Schwab & Beatty, N. Y.
Jacques Mfg. Co., Chicago (KC Baking Powder), *sa* series, direct.
Marlin Firearms Co., New Haven (razor blades), 5 *ta* weekly, thru Craven & Hedrick, N. Y.
Old Ben Coal Corp., Chicago, 5 *t* weekly, thru J. R. Hamilton Adv. Agency, Chicago.
Pinex Co., Fort Wayne, Ind. 15 *sa* weekly, thru Russel M. Seeds Co., Chicago.
Wm. Wrigley Jr. Co., Chicago (Spearmint gum), 13 *t* series, thru Arthur Meyerhoff Co., Chicago.

WHK-WCLE, Cleveland

Peter Paul Inc., New York (Mounds), 65 *sp*, thru Platt-Forbes, N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (Senna), *ta* series, 52 weeks, thru Sherman & Marquette, N. Y.
Great Atlantic & Pacific Tea Co., New York (peaches), 20 *sa*, thru Paris & Peart, N. Y.
T. L. Little Inc., Detroit (drugs), 5 *ta* weekly, thru Lee Anderson Adv. Co., Detroit.
M. Werk Co., Cincinnati (soap), *ta* series, thru Frederic W. Ziv, Adv., Cincinnati.
Comer Products Co., Cleveland (Wave-to-Sta.), 26 *sa*, thru Hubbell Adv. Agency, Cleveland.

WQXR, New York

Marcus & Co., New York (jewelers), weekly *sp*, 13 weeks, thru Wesley Assoc. N. Y.
Crosse & Blackwell, Baltimore (food products), 5 *sa* weekly, 52 weeks, thru Van Sant, Dugdale & Co., Baltimore.
Welch Grape Juice Co., Chicago, 5 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Beechnut Packing Co., Canojoharie, N. Y. (gum), 5 *sa* weekly, 15 weeks, thru Newell-Emmett Co., N. Y.

KQW, San Jose, Cal.

Federal Outfitting Co., San Jose, Cal. (clothing chain), 6 *sp* weekly, thru Allied Advertising Agencies, San Francisco.
Progressive Optical System, Fresno, Cal. (chain), 5 *sp* weekly, thru W. L. Gleason Adv., Riverside, Cal.
Beneficial Casualty Co., Los Angeles (insurance), 15 *sp* weekly, thru Stodel Adv. Co., Los Angeles.

WOR, New York

Allied Mills, Chicago (Wayne feeds), 3 *sa* weekly, thru Louis E. Wade Inc., Fort Wayne.
Perfection Stove Co., Cleveland (Superfex heaters), 3 *sp* weekly, thru McCann-Erickson, Cleveland.
Purity Bakeries Service Corp., New York (Taystee Bread), 3 *t* weekly, thru Campbell-Ewald Co. of N. Y.

WEAF, New York

American Chicle Co., Long Island City (Chiclets), 3 *sp* weekly, thru Badger & Browning, N. Y.

CJRC, Winnipeg, Man.

Dr. Chase Medicine Co., Toronto, 6 *ta* weekly, thru Ardiel Adv. Agency, Oakville, Ont.

WNEW, New York

Procter & Gamble Co., Cincinnati (Ivory snow), 3 *sp* weekly, 39 weeks, thru Benton & Bowles, N. Y.
Pinex Co., Chicago (proprietary), 3 *sp* weekly, 22 weeks, thru Russel M. Seeds Co., Chicago.
Augenblick & Bros., Newark, 6 *sa* weekly, direct.
Howard Stores, Newark, weekly *sp*., 13 weeks, thru Williams Scheer Adv. Agency, Newark.
Salz Bros., New York (pens) weekly *sp*, 18 weeks, thru S. R. Leon, N. Y.
Paramount Pictures Corp., New York ("Kiss the Boys Goodbye"), 6 *sa* weekly, thru Buchanan & Co., N. Y.
Lester Piano Mfg. Co., Philadelphia (pianos), 6 *sp* weekly, 20 weeks, thru J. Falkner Arndt & Co., Philadelphia.

WFIL, Philadelphia

John Middleton Inc., Philadelphia (tobacco), *t* weekly, thru Carter-Thomson Co., Philadelphia.
L. Nachman & Sons, Philadelphia (instruction), 18 *sa* weekly, thru Philip Klein, Philadelphia.
Peter Paul Inc., Naugatuck, Conn. (candy), 5 *sa* weekly, thru Platt-Forbes, N. Y.
Manhattan Soap Co., New York (Sweetheart Soap), 3 *sp* weekly, thru Franklin Bruck, N. Y.
Bell Telephone Co. of Pennsylvania, Philadelphia, 8 *sa* weekly, direct.

WIP, Philadelphia

Mrs. Schlorer's Inc., Philadelphia (mayonnaise), 5 *sa* weekly, 8 weeks, thru May Adv., Philadelphia.
Bell Telephone Co. of Pennsylvania, Philadelphia, 8 *sa* weekly, placed direct.
Seven-Up Bottling Co., Philadelphia (soft drink), 17 *sa* weekly, for 3 weeks, thru Philip Klein, Philadelphia.
Institute of Practical Drafting, Newark, (instruction), 3 *sa* weekly, 13 weeks, thru Herman Adv., Newark.

WOWO-WGL, Fort Wayne

Armour & Co., Chicago, 130 *ta*, thru Lord & Thomas, Chicago
W. K. Sterline Co., Sidney, O. (Hay fever compound), 13 *sa*, thru Mumm-Homer-Robbins & Pearson, Columbus.
Potter Drug & Chemical Corp. (Cuticura), Malden, Mass., 624 *ta* thru Atherton & Currier, N. Y.
Wm. Wrigley Jr. Co., Chicago (Spearmint Gum) 13 *t*, thru Arthur Meyerhoff & Co., Chicago.

WNAC, Boston

Corn Products Refining Co., New York, *sa* series, thru C. L. Miller Co., N. Y.
Sheaffer Pen Co., Fort Madison, Wis., *sa* series, thru Russel M. Seeds Co., Chicago.
Penick & Ford, New York (My-T-Fine), *ta* series, thru BBDO, N. Y.
Grove Labs., St. Louis (Bromo Quinine), *sa* series, thru, J. Walter Thompson Co., Chicago.

WMAS, Springfield, Mass.

Tru-Ade Inc., Los Angeles, 6 *ta* weekly, thru Beaumont & Hohman, Los Angeles.
Magazine Repeating Razor Co., New York (Schick), daily *sp*, thru J. M. Mathes, Inc., N. Y.

K45LA, Hollywood (FM station)

Gospel Broadcasting Assn., Los Angeles (religious), weekly *sp*, thru R. H. Alber Co., Los Angeles.
Cudahy Packing Co., Chicago (hams), weekly *sa*, thru Erwin, Wasey & Co., Chicago.
Coast Federal Savings Assn., Los Angeles (investments), 7 *sa* weekly, thru Robert F. Dennis Inc., Los Angeles.
Seven-Up Bottling Co., Los Angeles (beverage), weekly *sa*, thru Glasser-Gailey & Co., Los Angeles.
Adohr Milk Farms, Los Angeles (dairy products), 5 *sa* weekly, thru Lord & Thomas, Hollywood.
Marney Food Co., Huntington Park, Cal., (Marco dog food), weekly *sa*. thru Ivar F. Wallin & Staff, Los Angeles.
Nufit Labs., Los Angeles (dental plate reline), 5 *sa* weekly, thru Stodel Adv. Co., that city.
Schalk Chemical Co., Los Angeles (Hydro-Pura, water softener), 100 *sa*, thru Erwin, Wasey & Co., Los Angeles.

KSFO, San Francisco

Florida Citrus Commission, Tampa (fruit), 65 *t*, thru Arthur Kudner Inc., N. Y.
American Cigarette & Cigar Co., N. Y. (Pall Mall), 389 *sa*, thru Ruthrauff & Ryan, N. Y.
Southern Pacific Co., San Francisco (railroad), 33 *sa*, thru Lord & Thomas, San Francisco.
Shaler Co., Waupun, Wis. (Rislone motor oil), 7 *sa*, thru Kirkgasser-Drew Agency, Chicago.
American Chicle Co., Long Island City, N. Y. (Black Jack gum), 6 *sa* weekly, thru Badger, Browning & Hersey, N. Y.

KECA, Los Angeles

Nesbitt Fruit Products, Los Angeles (beverages), 3 *t* weekly, thru Walter K. Neill Inc., Los Angeles.
Western Federal Savings & Loan Assn., Los Angeles (investments), 6 *sa* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.
Supreme Bakery Co., Los Angeles (Town Talk bread), 3 *t* weekly, thru Hillman-Shane Adv. Agency, Los Angeles.

KFDM, Beaumont, Tex.

Purity Bakeries, Chicago (Taystee Bread), 3 *t* weekly, 13 weeks, thru Campbell-Ewald Co., Chicago.
American Brewing Co., New Orleans (Regal beer), 6 *sp* weekly, direct.

WJJD, Chicago

Michael-Leonard Seed Co., Chicago, 5 *sa* weekly, 13 weeks, thru Allen & Reynolds, Omaha.
Great Western Laundry, Chicago, 5 *sp* weekly, 52 weeks, thru Salem N. Baskin Adv. Agency, Chicago.

WIND, Gary, Ind.

Lake County Agricultural Society, Crown Point, Ind., 4 *sp*, 12 *sa*, direct.
Standard Distributing Co., Chicago (Majectic cameras), 3 *sp*, 52 weeks, thru Lane, Benson, McClure, Chicago.

KHJ, Hollywood

Vita-Pep Products Co., Los Angeles (dog food), 3 *sp* weekly, thru Cesana & Assoc., Los Angeles.

(Adv.)

Disc Program of OEM Will Explain Threat of Nazis to Democracies

TRANSCRIBED series, explaining the threat of Nazi propaganda and the Nazi economic threat to democracy is scheduled for release by the radio section of the Office for Emergency Management, according to an announcement by that agency.

Originally set up to supervise the radio activities of the Office of Production Management, the section now coordinates all radio for the OEM, OPM, Office of Civilian Defense, Office of Price Administration and Civilian Supply and Civilian Defense Housing Coordination.

Bernard Schoenfeld, chief of the section, heads a staff of ten which includes William McMorrow, chief script writer; Arthur Kurlan, production director; Frank K. Telford, script writer; LaVerne Shedlove, assistant to the chief; and Tam Bixby, regional radio officer. Since its inception six months ago the radio section of the OEM reports it has produced over 30,000 broadcasts of 150 different programs.

The section plans a full-hour broadcast on NBC Labor Day which will feature appearances of President Roosevelt, Phillip Murray, William Green, Sidney Hillman, Melvyn Douglas, Edward Arnold, Bing Crosby and the Golden Gate Quartet. Another half-hour variety series combining some of the foremost entertainment names as well as high-ranking defense officials is scheduled to begin in the fall. Live shows already placed by the radio section include the regular network features, *Defense in Action*, *The Challenge*, *Highways for Americans*, coast-to-coast aluminum broadcasts, and talks by William Knudsen, Sidney Hillman, Leon Henderson and other defense officials.

Bank's Special Events

BANK OF AMERICA, National Trust and Savings Association, San Francisco, which recently adopted a policy of sponsoring various special events and civic celebrations, has arranged a heavy schedule for the fall season, according to the Charles R. Stuart Adv. Agency which handles the account. On Aug. 24, it sponsored on KFBK, Sacramento, the Placerville Wheelbarrow Derby. From Aug. 29 to Sept. 7, inclusive, it will present a 15-minute daily program on KFBK from the California State Fair at Sacramento. The bank will originate a broadcast from the Lodi Grape and Wine Festival Sept. 12-15. Stations have not yet been picked. On Aug. 6 the bank presented a broadcast from the Santa Barbara Fiesta on KERN, KTMS and KMJ. In addition, Bank of America is using spot announcements on 10 California stations.

CBC to Sell Booklet

CANADIAN Broadcasting Corp. will shortly publish a new booklet, *We Have Been There*, a collection of CBC talks by prominent British, United States and Canadian public figures, newspapermen and radio commentators who have been in Great Britain since the war started. This booklet is one of a number published by the CBC this year and sold at cost, 25 cents, through announcements on CBC stations.

Radio Advertisers

CARNATION Co., Milwaukee, for the fifth consecutive year, on Sept. 2 is renewing sponsorship of *The Jewish Philosopher* on WEVD, New York, Monday through Friday, 2:15 p.m. Agency is Erwin, Wasey & Co., New York. Also on Sept. 2, Procter & Gamble Co., Cincinnati, will start Tuesday through Saturday sponsorship of the program for Camay soap at 8:15 p.m. Agency is Pedlar & Ryan, New York.

STEELE-WEDELES Co., Chicago (Savoy coffee) has renewed on WGN, Chicago, Quin Ryan's *Marriage License Romances*, quarter-hour interviews at marriage license bureau three times a week. Erwin, Wasy & Co., Chicago, is agency. American Chicle Co. (Adams Clove gum) has also renewed on WGN, *Music with a Flavor*, weekday quarter-hour early morning recorded program, through Badger, Browning & Hersey, New York.

JOHN MIDDLETON Inc., Philadelphia (tobacco manufacturer), starts a test campaign Sept. 5 on WFIL, Philadelphia, for a new brand of popular-priced cigarettes. The quarter-hour disc, *Touchdown Tips*, will be used on Fridays, continuing until December. Agency is Carter-Thomson, Philadelphia.

LaSALLE HAT Co., Philadelphia, will start a test campaign on KYW, Philadelphia, starting Sept. 8, for its Champ Hats for men. Ten minutes of sports news, *Parade of Champions*, handled by Kerby Cushing, staff sports commentator, will be sponsored thrice-weekly. Each program will feature a sports quiz, with hats for prizes. A sports booklet will be distributed to stores. Agency is Al Paul Lefton Co., Philadelphia, with R. F. Farnum the account executive and M. H. Zimmerman, of the KYW sales department, the station contact.

SWANFELDT AWNING & ROOF Co., Los Angeles, in a brief summer test campaign, is sponsoring a weekly quarter-hour newscast on KFWB, Hollywood. Firm plans an extensive fall radio campaign in Southern California. Agency is W. C. Jeffries Co., Los Angeles.

JOHN T. TROLL Co., Los Angeles (Vitamin B-1 Candy Mints), new to radio, on Aug. 16 started using six time signal announcements daily, seven times per week, on FM station K45LA, Hollywood. Contract is for 52 weeks. As markets are established firm will expand use of radio to include other Pacific Coast centers. Agency is Lockwood-Shackleford Adv. Agency, Los Angeles.

THE HOT SPOT

740

between

NBC's Red and Blue

KQW

San Jose, Calif.

San Francisco Studios

1470 Pine Street

Reps.: Reynolds-Fitzgerald, Inc.

TRAIN PARTY just before takeoff was given Ransom Sherman, Chicago comedian, who now is heard from Hollywood on his *Hap Hazard* fillin for *Fibber McGee & Molly* on NBC-Red. The program becomes a featured broadcast all its own when Fibber returns. Feting the comedian as he left Chicago were (seated l to r) Jack Louis, vice-president of Needham, Louis & Brorby, the agency; Sherman; Melvin Brorby, agency vice-president; leaning over is John Gordon, agency radio director.

Radio-Minded

WHEN WFMJ, Youngstown, went into operation in September 1939, the local Hume's Furniture Store began a radio campaign with daily spot announcements. Today Hume's has renewed for the third consecutive year on WFMJ with a schedule that reflects the place that radio has since assumed in the store's advertising appropriation—18 newscasts weekly; a quarter-hour weekly for Philco products; a quarter-hour weekly for Servel Electrolux and a schedule of spot announcements.

HAUSER FOOD PRODUCTS, Santa Monica, Cal. (sauce), in a 13-week campaign ending Nov. 4, is sponsoring the weekly *Ringside Olympic Fights* on KMTR, Hollywood. Firm's Southern California radio schedule also includes participation in Agnes White's *California Kitchen* on KFI and *Chef Milani*, on KMPC, once and twice-weekly respectively, as well as a weekly quarter-hour man-on-the-street *Boulevard Interviewer* on KNX. McElroy Adv. Agency, Los Angeles, has the account.

FOREST LAWN Memorial Park Assn., Glendale, Cal. (cemetery, mausoleum), on Aug. 15 started for 39 weeks, sponsoring a thrice-weekly five-minute transcribed program, *Miracles of Faith*, on KHJ, Hollywood. Association also sponsors the weekly quarter-hour *Your Singing Neighbor* with Harry Stanton, and a weekly 15-minute program, *Rhyme & Reason*, on KNX, that city. In addition, twice-weekly participation is used in Art *Baker's Notebook on KFI*, Los Angeles. Agency is Dan B. Miner Co., that city.

PAUL F. BEICH Co., Bloomington, Ill. (candy), on Aug. 18 started six-weekly 15-second transcribed announcements on WBBM, Chicago, for 13 weeks. Ferry-Hanly Co., Chicago, placed the account.

FALLS CITY BREWING Co., Louisville, has recorded its fourth series of announcements to be used on WHAS, Louisville, and 10 stations in the South. Bill Bryan and Ernie Rea, of WHAS, did the announcing.

Joint Quiz Feature

NEW type of audience quiz program, *Air Cadets of America*, has started on the Arizona Broadcasting System (KTAR KYUM KVOA KGLU), Saturdays, 2-2:30 p.m., under joint sponsorship of Ben Hur Products Co., Los Angeles (coffee, tea, spices); Central Beverage Co., Phoenix (beverages); Nature's Products Co., Los Angeles (Nu-Glo); Family Kitchen Products, Phoenix (biscuit and pie crust mix); Victor's Food Products, Los Angeles (French dressing, sauce). Contracts are for 26 weeks, having started July 11. Copyrighted by E. J. Post Co., Los Angeles program builders, the weekly half-hour, directed to children, originates from KTAR, and is merchandised through club memberships, gold plated wing pins, model airplane kits, plane building, field meets for competition and scholarships in flying.

Swift Places

SWIFT & Co., Chicago, has placed one-minute spot announcements for Jewel shortening through J. Walter Thompson Co., Chicago. Announcements will be heard three to six times a week on the following stations: WBT WSJS WBIG WPTF WWNC WCSC WRVA WDBJ WFAA KTSM WALA WCOA WDSU KWKH WJDX WJBO KTBC KFDM KRIS KTRH WOAI WJAX WFLA WTOC WDBO WAPI WSFA WGST WMAZ WJAC WRBL WFBC WDOD WNOX WRC WTAR WBOC KVOO KOMA KVSO KADA KTOK KCRC KBIX KGFF KTCK.

SPOT BROADCASTING

permits

SPOT BUDGETING

to fit each market's volume

JOHN BLAIR & COMPANY

NATIONAL STATION REPRESENTATIVES

CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

IN THE DETROIT MARKET

BUY

CKLW

—AT 800 KC. YOU GET:

—not only INCREASED coverage of the vast Detroit area proper, but a PLUS percentage of brand new listeners outside of this area. Thousands of new sales impacts for your product AT NO INCREASE IN RATES!

5,000 WATTS DAY and NIGHT • CLEAR CHANNEL

Representative: Joseph Hershey McGillvra

MUTUAL BROADCASTING SYSTEM

5000
WATTS
Day & Night
Added night - time power, plus new directional antenna for greater efficiency day and night, brings new thousands of intermountain listeners within your reach over KDYL.
KDYL
The POPULAR Station
Salt Lake City
Representative:
JOHN BLAIR & CO.
NBC RED NETWORK

Agencies

GRANVILLE RUTLEDGE, now with Young & Rubicam, New York, is slated to take over the advertising managership of the Florida Citrus Commission about Sept. 15, following resignation of L. W. Marvin, effective in October. Mr. Marvin, who became director of sales promotion of the Commission when it was organized in 1935, has been advertising manager for the last five years. During his tenure, more than $5,000,000 was expended for advertising Florida citrus fruits under the first State-sponsored type of industry program, which currently is again including radio.

RICHARD M. OUDERSLUYS, prominent in the market research field of Michigan for the last 10 years, has been elected president of Commercial Services Inc., 2011 Park Ave., Detroit, a Michigan corporation specializing in market surveys and advertising studies. He was formerly with the Hooper-Holmes Bureau, and previous to that with Ross Federal Corp.

FRANK NEWTON, continuity writer of KSO-KRNT, Des Moines, Ia., and previously with Blackett-Sample-Hummet, has resigned to accept a similar position with Lord & Thomas, Chicago.

OSCAR LIEFFERS, formerly of Associated Adv. Agency, Los Angeles, has joined BBDO, that city, as account executive.

DOUGLAS MARSHALL, Toronto newscaster and producer, has joined Stanfield & Blaikie, Ltd., Toronto, as director of the radio division.

PHILIP J. MYGATT, formerly with J. Walter Thompson Co. in Hollywood and Sydney, Australia, has been appointed radio director of the Toronto office.

Ayer Names Ricketts

WILLIAM B. RICKETTS, of Princeton, N. J., has been appointed head of the F. Wayland Ayer Foundation, according to A. H. Batten, president of N. W. Ayer & Son, Philadelphia. Mr. Ricketts has been prominent for many years in the field of marketing and advertising research in this country, Canada and South America and has written on these subjects in the book, *Careers in Advertising*. A graduate of Washington & Jefferson and the Harvard School of Business Administration and formerly of the faculty of Dartmouth, Mr. Ricketts is a member of the American Marketing Assn., past president of the New York Market Research Council and a past director of the Taylor Society.

Mr. Ricketts

LAWTON CAMPBELL, New York vice-president in charge of radio for Ruthrauff & Ryan, was in Hollywood during mid-August for agency conferences on the CBS *Arkansas Traveler*, featuring Bob Burns, which starts Sept. 16 under sponsorship of Campbell Soup Co.

JACK RICHARDSON Jr., executive of Russel M. Seeds Co., Chicago, in charge of the Meinen account, is in Washington conferring with public relations officials of the U. S. Marine Corps in connection with NBC-Blue *Capt. Flagg & Sergeant Quirt* program which goes on the air Sept. 28.

ALBERT EICHLER, copywriter of Ruthrauff & Ryan, New York, and author of several successful books, has written a new novel titled *Big Bruiser*, to be published in early September by Phoenix Press, New York.

KELLY, Stuhlman & Zahrndt, St. Louis, has moved to new quarters in the Cotton Belt Bldg., 111 N. Fourth St., and has changed its name to Kelly, Zahrdnt & Kelly Inc.

WILLIAM J. McKENNA, formerly on the copy staffs of Young & Rubicam, and McCann-Erickson, New York, has joined the copy department of Sherman K. Ellis & Co., New York.

JOHN R. WHELAN, assistant production manager of Lord & Thomas, New York, has resigned to join New York Gravure Corp., as production manager.

TOM WRIGHT, of Young & Rubicam's New York publicity staff, is in Hollywood.

WICK CRIDER, radio publicity director of J. Walter Thompson Co., New York, on Aug. 20 left for his annual tour of radio editors.

DAVID L. MILLARD, formerly art director of Munroe F. Dreher Inc., New York, has been placed in charge of the agency's media and research department.

TOM TORRISON, formerly of Beaumon & Hohman, has joined Sidney Garfinkel Adv. Agency, San Francisco, as account executive and new business manager. Clara Peterson, also formerly of Beaumont & Hohman, has been named production manager of Garfinkel.

ARTHUR W. (Tiny) STOWE, formerly in Eastern radio and more recently program director of KSFO, San Francisco, has joined Stodel Adv. Co., Los Angeles, as production manager.

MRS. RICHARD W. GAMBRILL Jr., formerly radio director of Chicago Junior League, has joined the radio department of Reinecke-Ellis Younggreen & Finn, Chicago, as script writer and production assistant.

JEFF WADE, executive of Wade Adv. Agency, Chicago, was in Hollywood during mid-August to discuss fall expansion plans for the thrice-weekly hour NBC *Lum & Abner* series, sponsored by Miles Labs.

JERRY HERDAN, formerly of Everett N. Crosby Ltd., Hollywood talent service, has established the Gerald Herdan Agency at 9127 Sunset Blvd., that city.

NEEDHAM, LOUIS & BRORBY has moved its Chicago office to 135 S. La Salle St.

R. W. WEBSTER-ADV., Los Angeles, has moved to 527 W. Seventh St.

Aleshire to Ellis

EDWARD ALESHIRE, formerly vice-president of Benton & Bowles, Chicago, and previously manager of the radio departments of Lord & Thomas and Blackett - Sample - Hummert, Chicago, on Sept. 1 joins Sherman K. Ellis & Co., New York, as manager of the radio department. Mr. Aleshire replaces Lawrence Holcomb, who has resigned to take an executive position with a new magazine and do freelance radio directing.

Mr. Aleshire

L&T Names Long

FREDERICK A. (Ted) LONG, veteran program producer, has been appointed radio production director of the Chicago office of Lord & Thomas. Mr. Long was assistant director of radio of the Republican National Committee during the 1940 presidential campaign. At one time program director of CBS in Washington, and director of broadcasting of the New York World's Fair, Mr. Long came to Chicago from the New York office of Lord & Thomas where he was a program producer. His new production duties will include the direction of the thrice-weekly quarter-hour *Treat Time* program sponsored on CBS by Armour & Co., Chicago, and the half-hour weekly CBS *Wayne King and His Orchestra* program for Luxor Ltd., Chicago.

JOHN ORR YOUNG, co-founder of Young & Rubicam, who has been in retirement for several years, has opened consulting offices at 610 Fifth Ave., New York, and plans to offer advisory services in advertising and public relations.

RAINBO RECORD Co., 6400 Crenshaw Blvd., Los Angeles, is marketing a new blank recording disc. It is said to be one of the first to use the cold pressing process.

Within a five block radius of WSOC over three millon dollars of real estate is under construction.

This is only a partial picture of the Charlotte Market's prosperity. See Headley-Reed or call WSOC for details.

CHARLOTTE, N. C.—NBC RED

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

Buyers of Time

TOM CARSON

IF YOU are interested in finding out something about (1) Spode China, or (2) Pedlar and Ryan radio accounts, Tom Carson probably can give you most of the answers. For Tom was once (1932-35) with the Spode China Importing Line, reputedly the largest English China concern in the business. Leaving dish and dinnerware importing in 1935, he joined Erwin Wasey & Co.'s New York office, holding down jobs in production, publicity and timebuying during a four-year stand with that agency.

In 1939 he became affiliated with the New York office of Pedlar & Ryan as a timebuyer. Currently, he is handling network and spot buying for the following Pedlar & Ryan accounts: Procter & Gamble's Camay, Chipso and Dash products, Bristol-Myer's Vitalis, Lady Esther and J. C. Penney & Co.

Since his advent in the timebuying field, Carson estimates he has bought over $5,000,000 worth of network and spot for his agencies' clients. As far as the forthcoming fall season is concerned, Tom predicted no radical changes in network or spot activity, though in all probability there will be a larger annual billing than last year's mark of some three million.

Tom gained his higher education at the U of Virginia, graduating in 1932 with a BA degree. Born in Kenosha, Wis., in 1912, Tom is single, six feet tall, soft-spoken and highly regarded in New York radio circles.

Joy in Portland

ROMANCE and family life played a large part in activities of staffmen of KGW-KEX, Portland, Ore., in recent weeks. First, Announcer Bob Thomlinson married Lucille Lamb. Then Hank Norton, continuity man, announced an heir, Henry Jr. Followed Don Green with the announcement of the advent of Don Jr., and within a few days Newsman Bob Thomas was blessed with twins. To cap it all, Jack Eichenberger, of the public relations staff, a few days ago married Vera West, daughter of R. D. West, Pacific Coast manager of Mantle Lamp Co.

Howard H. Wilson Plans Flat Fee Payment For Station Representation

A FLAT FEE plan of station representation has been announced by Howard H. Wilson of the Howard H. Wilson Co. station representatives. Under the plan outlined by Mr. Wilson, the station will pay a flat fee for representation based on gross national billing, with a sliding scale providing fee increases in proportion to amount of national business. Besides the flat fee, the station pays on all national billing a 1% commission which goes directly to the Howard H. Wilson salesmen who book the business.

Mr. Wilson intends to operate his representative firm entirely on the straight fee basis by Sept. 1, transferring his present stations from commission basis. The ability to render complete service to a selective list of stations and to cooperate closely with the individual station's local salesmen in developing local and regional business are among the advantages claimed for the plan by Mr. Wilson.

MGM Buys Radio Sketch

JERRY SCHWARTZ, of the CBS Hollywood continuity staff, has sold his original radio sketch, *Now We Are Twenty-One*, to MGM. Sketch was recently used on the CBS *Young Ideas* series. It will be turned over to MGM younger writers and directors for filming. Studio plans to have each writer and director do a sequence in the picture, with younger film players slated for various roles.

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.
ON THE NBC RED NETWORK

WDRC
CONNECTICUT'S PIONEER BROADCASTER
Food for Thought
Good strategy this Fall calls for doing a big job in the booming Hartford Market — and on Hartford's No. 1 Test Station. The country's leading advertisers are proving the point — by using WDRC more than ever before!
Basic CBS for Connecticut

When you See this . . .

. . . Only then You'll See a Lower Cost than WTAM'S

$.000073 per FAMILY

WTAM, with its Primary Coverage Area of over a million and a quarter families, not only reaches more families but costs less per family.

Compare WTAM on this basis: Divide the 15 minute Daytime Rate of each Cleveland Station by the number of families each claims in its Primary Area. But don't stop there. Go a step farther. Take a Survey . . any Survey and look at the number of actual listeners each station has, all day, all night, all week. WTAM leads. More listeners. More regular listeners. The "lowest-cost-per-ear" station in Cleveland.

That's why WTAM is the first choice of smart network, spot and local time buyers . . . coast to coast.

WTAM
CLEVELAND·OHIO
50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

Where Sales Multiply

Air Castle of the South

W E

50,000 WATTS CLEAR CHANNEL

WSM

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.

CJOR's leadership in the Canadian Pacific Coast area is based on the solid foundation of service that has made CJOR the "favorite" of most regular listeners.

CJOR

Vancouver – Canada

1000 Watts 600 KC

National Representatives

J. H. McGillvra (U. S.)

H. N. Stovin (In Canada)

The Only Positive Coverage of the QUARTER MILLION POPULATION in UPPER MICHIGAN and NORTHERN WISCONSIN

Served by the

LAKE SUPERIOR RADIO GROUP

(not a wire network)

WHDF • WJMS • WATW

Houghton, Mich. • Ironwood, Mich. • Ashland, Wisc.

Group contracts save 25% on the three stations and 15% on any two stations

National Representatives:

BOGNER and MARTIN

20 W. Mad. Ave., N.Y. • 540 N. Mich. Ave., Chicago

Columbia's Station for the

SOUTHWEST

KFH

WICHITA

KANSAS

Call Any Edward Petry Office

Time Sales Tax

(*Continued from page 9*)

to yield between four and five billion dollars, "you wouldn't have to reduce sales volume by more than ½ of 1% to actually cost the Treasury more than the gross of the radio tax".

Mr. Alvord's memorandum, in a point-by-point analysis of the House Ways & Means Committee report, flatly denied that broadcasters possess "a valuable monopolistic privilege", that "the principal operators in commercial broadcasting earn high rates of return on relatively small investments" and thus "possess unusual taxpaying ability", and declared that radio should not be singled out "as the sole object" of a changed Federal policy under which public regulation should be paid for through special rather than general taxation.

Plenty of Competition

Speaking of the "monopolistic privilege" question, the brief stated:

"In the first place, a license to operate a radio station confers no monopoly on the licensee. Monopoly, of course, involves a lack of competition, and there is no lack of competition in the radio broadcasting industry today. Virtually no locality in the country lacks competitive broadcasting. No licensee has a monopoly of the listening public. Every licensee faces vigorous competition from other licensees, and some must compete with a score or more.

"Secondly, license renewal is more than a mere formality. It must be obtained on the merits.

"Third, improvements in the art are constantly making more frequencies available, and such developments as FM promise even wider opportunities in the future.

"In the fourth place, the broadcasting industry's only substantial source of income is from advertising, and radio certainly has no monopoly of advertising media. Radio commands less than one-eighth of the advertiser's dollar, and it must fight every inch of the way for that share."

Years of Losses

Speaking of the alleged "high rate of return on investment", the memorandum declared:

"It is true that the initial investment required to provide the physical equipment of a radio station is relatively moderate, but it is by no means insubstantial. However, while in some businesses the original outlay for physical equipment will suffice for many years, the radio broadcaster is in a field in which technical improvements may render his equipment obsolete almost overnight. As those improvements come along, he must put them into effect, even though a complete duplication of his physical facilities may be required. The new technique of FM, for example, already has forced extensive and costly additions to equipment.

"Obviously, no station can be expected to be profitable from its inception. In almost every case substantial operating deficits will be incurred for several years; and in a large number of instances these losses will continue for many years. The necessity for a very substantial investment over and above the cost of physical equipment is expressly recognized by the FCC—one of the more important requirements prescribed is that the licensee establish its financial responsibility.

"The rate of return earned on capital invested is not a fair single test of taxpaying ability. Capital is only one income-producing factor. Far more important than capital are the intangible factors, such as energy, imagination, initiative, managerial ability and above all, just plain hard work. A successful radio station is peculiarly the creature of these other factors."

On the public regulation question the brief said:

"The Federal Government regulates many industries, not radio broadcasting alone. Among them are the railroads, buses and trucks, commercial aviation, shipping, the electric power industry, the telephone industry and the telegraph industry. It has not been thought that the necessity for public regulation of these industries justifies a special tax upon them. The functions of the Federal Government, in so far as they represent regulation of business for the benefit of the public, have been consistently financed through general rather than special taxation. There is no valid reason for an exception in the case of the radio broadcasting industry.

Defense Problems

"The radio broadcasting industry will readily concede that if the long-standing policy of the Government is to be changed, and businesses regulated for the benefit of the public are to bear the cost of their own regulation, then the radio broadcasting industry should bear its fair share. It insists, however, that it should not be singled out as the sole object of such a change in policy. And in no event can the propriety of a charge to cover the costs of regulation be offered as a justification for the tax proposed by the pending bill."

In discussing objections to the tax, Mr. Alvord in the memorandum emphasized that even without the burden of a tax of the proportions of the one proposed the industry faces a difficult and uncertain period, since the defense program necessarily involves dislocations and disruptions of normal business activities. He pointed out that with declines in revenue actually possible and perhaps probable depending on the effect on advertisers of priorities, bans on installment buying, and other factors, the prospect becomes more certain day by day that broadcasters' operating costs are going to continually rise, even if volume decreases.

An 'Amusement'

Recommending a 100% increase in the radio tax, Mr. Haggerty in his printed statement of last Friday declared that "those who secure yearly net profits in excess of 100%, after payment of present Federal income taxes, should not complain of the so-called burden of taxation." He commented also that such a tax would be neither excessively burdensome nor discriminatory, citing FCC income figures and comparing them with investment figures to attempt to show how well the industry could afford to pay the "proposed low taxes."

Analyzing the financial returns statistics, from networks down to regional stations, he noted that although the relative return declined, net profit from these radio operations was "'many times the liberal rate of 8% or 10%" which is considered a high return on investments.

Mr. Haggerty also recommended the tax on an amusement levy basis, declaring that amusement and not advertising is the avowed function of radio broadcasting. Commenting that radio operators re-

DEEP INTO THE EARTH went the microphone of WKY, of Oklahoma City, to originate a special broadcast of a 100-voice choir brought there by R. G. Miller, editorial columnist of the *Oklahoma City Times* (holding panama). Occasion was a program describing the activities of the 4,000 tourists who visited Northwestern Oklahoma's alabaster caverns on a pilgrimage conducted by Mr. Miller. Here in the natural caverns 150 feet below the surface Mr. Miller and John Prosser, program director of WKY (at right of microphone) interviewed the visitors.

ceive an outright gift of monopolistic license from the Federal Government, he declared, "The opponents of this tax have enjoyed these valuable privileges so long, through the generosity of the Congress, that they apparently find it disagreeable to be called upon to pay their fair share of the costs of Government and of national defense."

Discussing the effects of the tax on networks, he charged that "network broadcasters and many of the larger radio stations can and do pay rebates and discounts, as well as agency commissions, ranging from 36% upward." Estimating that rebates and discounts, other than agency commissions, divert about $20,000,000 of yearly income otherwise coming to broadcasters, he observed that the proposed tax allows a deduction of no more than 15% for commissions.

On this basis, he claimed, by eliminating rebates and discounts networks and stations would save an estimated total greater than the estimated $12,500,000 gross of the tax. He declared a principal reason for advertising agencies' opposition to the tax lies in this possibility of a reduction or elimination of discounts and rebates.

Concluding, Mr. Haggerty came out for a substantial increase in the tax "because of the diversion of advertising from printed publications to radio broadcasting, with its resultant loss of thousands of job opportunities to printing trade workers."

Would Buy KSAM

J. C. ROTHWELL, manager of KSAM, Huntsville, Tex., and W. J. Harpole, commercial manager of KVIC, Victoria, Tex., will purchase KSAM for $3,500 if the FCC approves the pending application of H. G. Webster, C. N. Shaver and W. Bryan Shaver, owners of the licensee Sam Houston Broadcasting Assn., to transfer the station voluntarily to the new partners under the name of Radio Station KSAM. Both Harpole and Rothwell were at onetime part owners of the *Seminole Reporter* of Brady, Tex. KSAM operates on 1490 kc. with 250 watts daytime.

Stone Seeks KLBM

BEN E. STONE, general manager of KOOS, Marshfield, Ore., and secretary-treasurer of KVAN, Vancouver, Wash., would acquire KLBM, LaGrande, Ore., for an undisclosed amount if the FCC approves the application of Harold L. Findlay, licensee of the station, to assign KLBM voluntarily to Mr. Stone. Mr. Findlay who has managed the station since its inception in 1938 is former publisher of the *LaGrande Observer*.

Federal Radio Tax Protested by AFRA

Lawrence Tibbett Re-elected As President of Union

LAWRENCE TIBBETT was re-elected president of the American Federation of Radio Actors for another year in the closing session of the union's fourth annual convention, held in Detroit, Aug. 14-17. With no major problems on the agenda, the four-day session passed without excitement, its main achievement being the adoption of constitutional amendments altering the procedure of election of board members.

Virginia Paine, president of AFRA's Chicago local, was elected first vice-president of the national organization. Other vice-presidents elected were: Ken Carpenter, president of the Hollywood local; William Adams, president of the New York local; Ben Grauer and Gene Hersholt. George Heller was re-elected treasurer and Alex McKee was re-elected recording secretary. Emily Holt continues as national executive secretary.

Radio Tax Opposed

Hollywood was selected as the location of the 1942 convention, to be held in August with the exact date to be determined by the board. Convention adopted a resolution protesting the proposed tax on radio time sales as detrimental to the interest of radio employes as well as station owners.

Television was discussed in a general way to bring the members up-to-date on the situation in those cities in which video stations are already in operation, but no action was taken by the delegates. Plans for expanding AFRA's membership throughout the country and for organizing individual station staffs were also discussed at some length, but all action was referred to the board for execution when, where and as they see fit.

As amended, the constitution now provides that each local will nominate and elect its own board members, the nomination to be done by petition and the election by a mail referendum to obviate the need for special membership meetings of the locals. Formerly the local nominated members for the board, but the election was left to the delegates at the convention. Members at large, representing locals too small to have individual representatives on the board, were increased from two to three seats on the board. They will be elected at the convention each year.

A RECORD OF CLEARS
Book Reviews Achievements of CCBS Stations

DESIGNED to provide representative listening groups with a concrete case record of clear-channel broadcasting's history, accomplishments and problems, Clear Channel Broadcasting Service headquarters in Washington has published a 130-page presentation which will be circulated by the 16 member stations of the organization. The large easel-bound presentation, with 19 x 28 inch pages, was prepared from questionnaire data and supplementary studies by Victor M. Sholis, director, and Allan B. Miller, assistant director of CCBS.

Based on estimates drawn from data supplied by the 16 CCBS member stations, the new presentation, which combines pictorial and graphic illustrations with two-color page illumination, indicates that 25 clear-channel stations in the United States are on the air a total of 470 hours every day and 3,238 hours every week.

Estimates also showed that 7,245 hours annually are devoted by the 25 clear-channel stations to their own farm service programs, 3,750 hours to religious programs, 8,665 hours to educational programs, 31,650 hours to local programs by staff artists, 8,825 hours to serious music programs, and 1,906 hours to civic and public discussion programs—excluding programs provided through regular network service.

Shafer Seeks Inquiry On Military Censorship

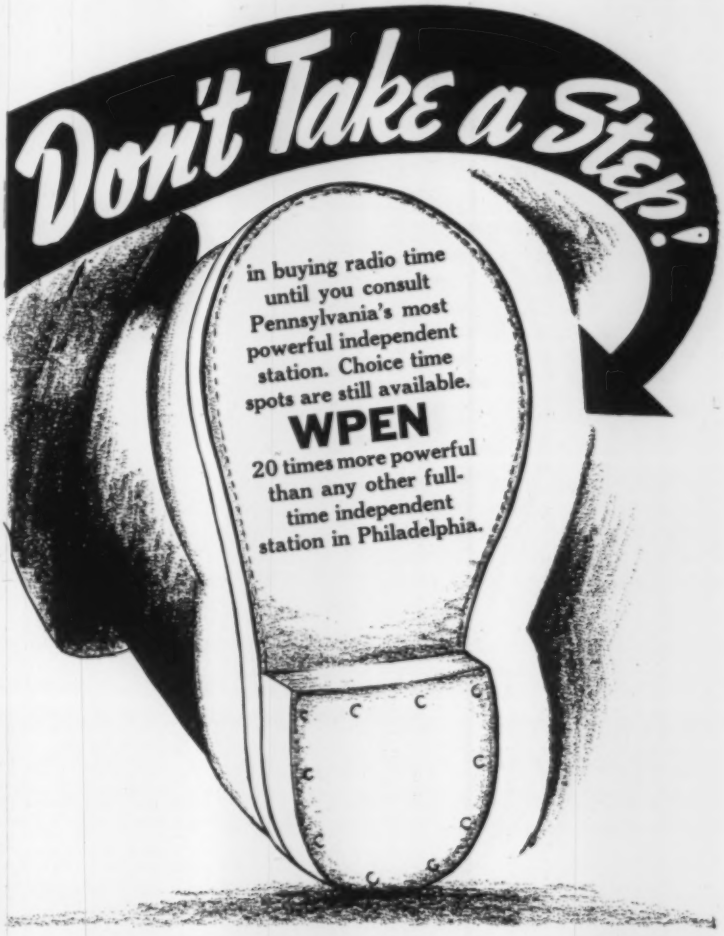
LOOKING into the threat of press and radio censorship, Rep. Shafer (R-Mich.) last Thursday introduced in the House a pair of resolutions calling upon the Secretaries of War and Navy to inform the House if any plan has been definitely formed to provide compulsory censorship of press and radio or whether censorship is being considered by the Departments or the Joint Army-Navy Board.

Earlier in the week Press Secretary Stephen T. Early, in one of the strongest denials coming recently from the White House, tore apart a press association report that President Roosevelt had approved an Army-Navy recommendation for prompt enactment of legislation imposing wartime censorship on all forms of communications, broadcasting, press and motion pictures. He declared the President had disapproved the plan.

Oil Firm Spots

NATIONAL REFINING Co., Cleveland, from Aug. 25 to Oct. 25 is conducting a campaign of one-minute transcriptions 12 times weekly on a list of 15 midwestern stations for its gas and oil products. Agency is Sherman K. Ellis & Co., New York.

THE newspaper *Diario Nuevo* of El Salvador has opened a new broadcasting station dedicated to the defense of the democracies, and will not accept advertising by totalitarian firms.


Don't Take a Step!
in buying radio time until you consult Pennsylvania's most powerful independent station. Choice time spots are still available.
WPEN
20 times more powerful than any other full-time independent station in Philadelphia.

TESTING?
Reach a big chunk of Illinois . . . do your testing thru the DECATUR station,
WSOY
250 w. 1340. Full time. Sears & Ayer. Local help given.

Soon 610!

50 60 70 80 90 100 110 120 130 140 150

WSGN

The News Age-Herald Station

Birmingham

WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown District.

Reserve Your Copy of

1941 Iowa Radio Audience Survey

NOW

Conducted by Dr. H. B. Summers of Kansas State College, the 1941 Iowa Radio Audience Survey is an authoritative study . . tells virtually everything you need to know about Iowa and Middlewest radio listeners' habits . . furnishes a means by which you can scientifically check almost all your advertising plans in this section.

Write for it. No cost or obligation.

Address Dept. B

STATION WHO

DES MOINES, IOWA

IN ROCHESTER IT'S WHEC

BASIC CBS

EMPHASIZING the station's audience, KIRO, Seattle, in connection with its 50,000-watt operation, has sent to the trade a four-page black, white and yellow broadside tracing details of the campaign since it went to 50 kw. June 29. Replicas of power boost announcements and followup newspaper space, billboards and highway bulletins, taxi bumper strips, radio promotions, direct mail, and special publicity features, including a spread in the radio section of the *Seattle Post-Intelligencer* for June 29 are included, along with a large map of the nighttime primary area.

* * *

Bridge of Signs

THE famed "Bridge to Nowhere" of Port Arthur, Tex., built 10 years ago at a cost of $260,000, will become one of the nation's largest sign boards under arrangements recently made by Glenn Hewitt, manager of KPAC, Port Arthur, to make a station promotion sign of each 101-foot bridge arm.

* * *

Baseball Premiums

PONTIAC DEALERS of Southern California, Los Angeles, sponsoring a five weekly baseball broadcast on KMPC, Beverly Hills, Cal., are offering a baseball mitt, bat and ball to the writer of the best letter on "Who Will Win the World's Series and Why."

* * *

Magazine Tieup

NEWSTANDS in the listening area of WHN, New York, are displaying large red cardboard posters to promote the station's weekly mystery drama *The Avenger*, through a tieup by WHN with Street & Smith, publishers of the magazine *The Avenger*.

* * *

Chopsticks

CLAIMING the distinction of having the only Chinese announcer-m.s-newscaster in American radio, WWRL, New York, sent out a special news release with a pair of chopsticks attached to announce that C. Gus Chan had joined the station.

Merchandising & Promotion

Plugs for 50—Ghost Bridge—Sticks for Chan—News Schedules—Pennies in Glass

Covering the Food Show

WSAI, Cincinnati, again provides coverage of the 27th annual Cincinnati Food Show at the Cincinnati Zoo, Aug. 19-Sept. 1. A special WSAI booth was erected on the grounds and as much of the station's programs as possible will be released there, including descriptions of the Cincinnati Reds out-of-town baseball games. A mobile unit is to be used on the grounds for special pickups. Dewey Long, WSAI general manager, handled the station's participation in the exhibit.

* * *

List of Accounts

WBBM, Chicago, is sending all grocery wholesalers, drug wholesalers and drug chain headquarters in its primary area a monthly list of the WBBM programs that plug grocery store and drug products. Included on the list are the advertiser and product, time and day of program, sales results and type of program. Shown in a different color on the bulletins are the various offers or contests advertisers are running.

* * *

News Schedules

CAPITALIZING on the interest in newscasts, CFRN, Edmonton, Alta., has distributed to 19,000 urban and 11,000 rural homes in the Edmonton area *CFRN News Directory Cards*, listing every daily and Sunday newscast heard on the station. Each listing carries with it time and name of sponsor.

* * *

Tinkling Jar

TWO PENNIES, real ones, too, jingle daintily in a fruit jar sent to the trade by WIBW, Topeka. Jars are by Kerr, which is said to have received many thousand inquiries at 2 cents each in a campaign on WIBW.

ABOUT 500 of these bronze medals will be awarded this fall by WNAX, Yankton, S. D., to outstanding 4-H Club members in South Dakota, Nebraska and parts of Iowa, Minnesota and North Dakota. The awards were instituted last year by Charlie Worcester, WNAX farm service director. Apart from general cooperation with the 4-H movement in its area, highlighted by undertakings such as these annual awards, WNAX also pays the expenses of four prize-winning club members to the National 4-H Club Camp in Washington each year.

BROCHURES

WMAZ, Macon—Booklet giving facts and figures on WMAZ's listening area.

WROL, Knoxville—Offset printed booklet with studio views and coverage maps.

WEEI, Boston—Booklet *Let It Begin Here* describing WEEI's role in originating civilian defense programs in Massachusetts.

MBS—Third in series of brochures, *The Move Is to Mutual*, showing Blackett-Sample-Hummert clients using 21 quarter-hours on 76 MBS stations.

WWNC, Asheville—Brochure entitled "Poor Paperhanger—One Appendage Thives" in which the coverage and listener reaction to WWNC is shown with figures and coverage maps.

BETTER NUTRITION FOR DEFENSE

Woman Food Experts, Guests of WLW, Indicate Food Industry Is Making Diet Plans

PLEDGING the American food industry to full cooperation in the national defense program, a group of 10 leading women in the food field, meeting in Chicago recently under sponsorship of WLW, Cincinnati, indicated the industry is organizing to afford better balanced menus and make food information available to home makers. The food experts, guests at a WLW luncheon at the Drake Hotel, participated in a forum discussion later broadcast via transcription on Jane Sheridan's *Homemakers' Review* on WLW.

Taking its cue from the National Nutrition Conference for Defense, held in Washington May 26-28 at the request of President Roosevelt, the Chicago meeting brought the experts together to correlate for WLW listeners their best thoughts on the growing importance of nutrition in the national defense scheme.

Members of the discussion group included Rose Marie Kiefer, executive secretary, National Assn. of Retail Grocers; home economics directors, including Marjorie Childe Husted (Betty Crocker), General Mills, Jeanette Kelley, Lever Bros., Doris Tisdale, Standard Brands, Jean Allen, Kroger Grocery & Baking Co., Eleanor Ahearn, Procter & Gamble, Mary Dahnke, Kraft Cheese Co., Marie Sellers, General Foods Co., and Marie Gifford, Armour & Co. Jane Sheridan, WLW home director, was in charge of the program, which also presented Robert E. Dunville, general sales manager of the broadcast division of Crosley Corp., and Walter Callahan, WLW Chicago sales manager.

Interviewed by Miss Sheridan, the guest experts explained how their companies are intensifying efforts to closely ally themselves with the task of educating consumers in the job of planning nutritious meals.

KINY

"The Friendly Voice of the Capital"

KINY is the only Alaska station with a consistent audience over a radius of 500 miles.

Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.

Juneau·Alaska

JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

Merchandising Setup in Latin Nations Included in Crosley Rebroadcast Net

THE Crosley Latin-American network, Cadena Radio Inter-Americana, began operation in mid-June with 13 longwave and 15 shortwave stations below the border picking up and rebroadcasting programs in Spanish originated at WLWO, Crosley 75,000-watt shortwave station in Cincinnati.

A month later, July 15, the network got its first commercial program, *El Noticeiro Mundial*, a quarter-hour news summary broadcast seven days a week under the sponsorship of Bristol-Myers Co. for Ipana, Sal Hepatica and Vitalis. Currently the series is heard on several stations, but if the 26-week test proves successful, more will be added. Program was placed by Boclaro Adv. Agency, New York.

Longwave affiliates are:: XEB, Mexico City; TGW, Guatemala City; HRN, Tegucigalpa, Honduras; TIP; San Jose, Costa Rica; HP5C, Panama City; OAX4I, Lima; CMCK, Havana; YV5RB, Caracas, and YVIRF, Maracaibo, Venezuela; HJDK, Medellin, HJCB, Bogota, and HJEL, Cali, Colombia; HC2AJ, Guayaquil, Ecuador. Shortwave stations are: XEBT, Mexico City; TGWA, TGWB, TWGC, Guatemala City; two shortwave stations affiliated with HRN, Tegucigalpa; YSDN, San Salvador, El Salvador; HP5B, Panama City; OAX4J, Lima; COCO, Havana; YV5RM, Caracas; YVIRX, Maracaibo; HJDE, Medellin; HJCD, Bogota; HC2AK, Ecuador.

Others to Join

WIAC, San Juan, Puerto Rico, will join the network when it begins operations in late September, and negotiations are under way for an affiliate in Buenos Aires, according to Bernard Musnik, New York representative for WLWO and CRIA. Mr. Musnik was formerly associated with Radio Cite in Paris.

Present network covers only the territory known as the "quarter-sphere", he explained, including all Central America, the Caribbean islands, Colombia, Ecuador, Peru and Venezuela. Decision to confine CRIA to this area, he said, was based on the fact that 50% of all Latin American business comes from the quarter-sphere and because of governmental restrictions in other countries which make it difficult for North American firms to do business. In addition, Brazil was excluded because of the language situation, its population speaking Portugese, whereas all other countries use Spanish.

Two main considerations were given to the selection of affiliates, he stated. First, they must be technically equipped to pick-up and rebroadcast the WLWO programs without loss of quality. This did not present much of a difficulty, he explained, because the super-power of WLWO enables it to lay down a strong, clear signal throughout Latin America. The chief qualification was that the stations have live progressive management, willing to give CRIA advertisers the same type of merchandising which has been successfully used in this country by WLW.

Merchandising Service

"We offer advertisers not merely a rebroadcast service," he stated, "but a complete merchandising plan like that of WLW, which has already aroused considerable interest among export advertisers." He declined to release the network's rates for publication, but said three quarter-hour programs a week on the complete network could be purchased for less than $700 weekly.

WLWO program service, all in Spanish and all available for rebroadcasting by all affiliates, includes many special events, both political and sporting. Regular features include a daily summary of editorials from the Latin American press and the Sunday operas given at the Cincinnati Zoo. Coordinator of the network, in charge of its station relations, is A. Rojas Villalba, former manager of the overseas department of Gotham Adv. Co., New York.

Parker's Latin Series

PARKER PEN Co., Janesville, Wis., recently started a series of 26 weekly half-hour broadcasts in Spanish and Portuguese on NBC's international stations, WRCA and WNBI. Titled *Ritmo* v. *Danza*, the broadcasts will feature recorded popular American music, Mondays at 8:15 p.m. in Spanish and at 6:30 p.m. in Portuguese. Agency is Blacket-Sample-Hummert, Chicago.

'America Thinks'

TO INTERPRET to the people of Latin America present public opinions in the United States, WRCA, NBC's international station, is broadcasting a daily quarter-hour series *America Thinks*, the material being supplied by Maurice English of the International Division, with Mario Silveira and F. J. Lara of the Spanish section alternating as Spanish commentators. Also heard regularly on WRCA and WNBI each week is a half-hour program of music by Vincent Lopez' Orchestra, with Portuguese announcements by M. Cardoso of the international staff.

We have THE VERY IDEA

Custom-built radio productions
One minute or one hour—
live or transcribed

The COVERT Co.
360 N. MICHIGAN AVE., CHICAGO

New Swan Serial

LEVER BROS. Co. (Swan soap), on Aug 25 started a new serial, *Bright Horizon* or *The Story of Michael West* on 34 CBS stations, Monday through Friday 11:30-11:45 a.m. with repeat at 2-2:15. "Michael West" is the name of a character in the *Big Sister* serial now heard for Rinso at the same time. It is understood Young & Rubicam, agency handling the new show, purchased the right to the character and title from Ruthrauff & Ryan, agency handling *Big Sister*, which will be shifted to 12:15-12:30 p.m., cancelling its repeat broadcast as of Aug. 25.

Senate Approves Plan For Census of Defense

IN A MOVE to expedite the supplementary survey activities of the Census Bureau, and at the same time clear the decks for a comprehensive census study of defense industry, the Senate has approved a bill (S-1627), introduced by Senator Bailey (D-N. C.), chairman of the Senate Commerce Committee, providing for a quinquennial census of industry and business, starting in 1943.

The five-year census studies in the manufacturing and business fields would be conducted at the same time rather than at two and five-year periods, respectively, as provided under present law. The measure was strongly backed by the Census Bureau, and has been referred to the House Committee on the Census. Favorable House action on the measure is expected shortly after the House reconvenes Sept. 15 for regular sessions.

Sunshine Over Florida's Largest, Richest Market

WSUN
ST. PETERSBURG
5000 WATTS
620 KC - FULL TIME
NBC BLUE

If you have a swell spot announcement . . . or transcription . . . or program IT STILL MUST BE HEARD TO BE EFFECTIVE. WSUN, since 1927 on 620 kc., SERVES THE TAMPA BAY AREA . . . PLUS more than half of Florida's population . . . with a clear, strong, interference-free signal . . . the ESTABLISHED listening habit for this market.

Louis J. Link, Director

Represented by
WEED AND COMPANY
NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO

KGW ➡ "THE KEY TO THE GREAT WEST"
PORTLAND, OREGON 620 KC—5,000 Watts Days; 1,000 Watts Nights
National Broadcasting Co. RED Network
National Representatives—EDWARD PETRY & CO., Inc.

WTSP

(St. Petersburg)

JOINS

MUTUAL

On August 4th Radio Station WTSP, serving St. Petersburg and the Tampa Bay Area of Florida, joined the MUTUAL BROADCASTING SYSTEM. Now WTSP is bringing the splendid programs of Mutual to this rich market, attracting even more listeners than before and paying bigger dividends to advertisers using this station.

W T S P

St. Petersburg TIMES Affiliate

A REGIONAL STATION

R. S. Stratton, Manager

St. Petersburg, Fla.

Represented by

Theis & Simpson Co., Inc.

New York • Chicago • Detroit

Atlanta

KLRA

LITTLE ROCK

ARKANSAS

Is the Only Columbia Outlet in ARKANSAS

•

OVER 1000 new homes are now under construction in this defense area where over $150,000,000 in defense orders are being spent.

5000 WATTS DAY & NIGHT

THE KATZ AGENCY

National Representatives

Franchise Tax

(*Continued from page 7*)

mission takes will be in the nature of recommendations to Congress for amendment of the Communications Act of 1934.

The rules committee feels there is precedent for such a tax both in Federal and State laws. The Federal Power Commission, for example, it is understood, fixes annual charges on the basis of maximum horse-power authorized by license, and for the last 20 years has made collections approximately equal to the cost of regulating power companies.

The proposed amendments drafted by the Rules Committee would levy an excise tax on gross receipts in excess of $25,000 on all persons engaged in broadcasting as well as on the gross receipts of common carriers. The definition of gross receipts would be extremely broad, embracing money received from the sale of time or programs, including commissions paid, whatever their nature. Networks would calculate their gross receipts on the same basis except that money paid as compensation to affiliates would be deducted, but included in the gross receipts of station licensees.

The $25,000 exemption for broadcast stations apparently was decided upon as constituting the average demarcation between profitable and non-profitable operation.

The rules committee plan presumably would be designed to raise sufficient money in each fiscal year to offset the amount appropriated by Congress and spent by the Commission for the prior fiscal year. Amateur and safety of life services would be excluded. The proposed statute recommended by the rules committee would specify the precise percentage of Commission overhead to be borne by each branch of communications. The funds collected would be paid into the Treasury.

Defense Costs Excluded

National defense expenditures, for the far-flung monitoring and foreign propaganda service established during the last two years, would be excluded from the funds recovered. The Commission estimates that approximately $2,150,000 would be involved in the excise tax plan with common carriers contributing approximately 51% and the broadcasting industry about 49%.

The proposed statute itself would set out that all industries affected would pay to the United States an annual excise tax based on the percentage of engaging in communications. It would set forth that the broadcasting industry should contribute 49% of the total amount; telephone industry, 25%; wire line telegraph, 8%; cable, 4%, and radio telephone-telegraph, 14%. Collections would be made by the Bureau of Internal Revenue for the District in which the company maintained operations with quarter annual installments optional. In the event of default, a 5% penalty would be imposed for the first month and 3% for succeeding months.

Station in New Mexico Plans September Debut

DESPITE difficulties in obtaining materials necessary for the construction of the new KTNM, Tucumcari, N. M., Lester Q. Krasin, general manager and half-owner of the new local, announces that operation is expected to begin in latter September. Construction permit was granted June 24 to the partnership of Mr. Krasin, a radio technician, and Otto A. Krutzner, owner of an auto body reconstruction business in Las Vegas, N. M., to operate on 1400 kc. with 250 watts.

Mr. Krasin will be chief engineer, with Stu Morrison, of Tucumcari, commercial manager. Balance of staff has not yet been selected. A Gates transmitter has been purchased and speech equipment will be composite. Antenna, to be constructed locally, will be a tubular steel-guyed tower.

Carnation Extends

CARNATION Co., Milwaukee, on Sept. 1 is increasing its sponsorship of the *Carnation Bouquet* variety program on KYW, Philadelphia, and WSYR, Syracuse, from two to three times weekly. The company also sponsors Arthur Godfrey via transcriptions twice-weekly in 35 cities, and on Sept. 1 will shift three of those stations, WGN, KHJ and WWJ, to the quarter-hour *Bouquet* program for thrice-weekly presentation. Agency is Erwin, Wasey & Co., New York.

AGENCY Appointments

MEYER BROS. DRUG Co., St. Lo... (Sherton wine tonic), to Jimm Daugher... Inc., St. Louis. Radio and newspapers ... be used.

KEVO PRODUCTS Inc., Los Angel... (health food drink), to Eugene F. Ros... & Co., that city. Currently formulati... fall radio plans.

AFTA SOLVENTS Corp., New York, ... Gelles Adv. Agency. Said to use radio.

ENGELS & KRUDWIG Wine Co., Sa... dusky, O. (E & K wines), to Sterl... Beeron Inc., Toledo. Said to use radio.

HUNTER PRESSED STEEL Co., Lan... dale, Pa. (steel springs), to John Falk... Arndt & Co., Philadelphia.

40 FATHOM FISH Inc., Boston, to Sai... & Sweeney, New York, to handle enti... line of canned seafood.

DURHAM DUPLEX RAZOR Co., Myst... Conn., to Erwin, Wasey & Co., New Yo... for all products, including razors, Ende... Speed shaver and blades, Marathon sing... and double-edge blades, Wade & Butch... cutlery, and Duplex Dog Dressers. No ad... vertising plans made as yet.

Insurers Spots

TRAVELERS CASUALTY Insu... ance Co., Chicago, is sponsoring ... quarter-hour program six time... weekly on WDZ, Tuscola; WROK... Rockford; WTAX, Springfield, an... quarter-hour *Musical Clock* thrice... weekly on WBBM, Chicago. Affil... ate company, Michigan Casualt... Insurance Co., Detroit, is using ... six quarter-hour participation... weekly on *Mrs. Page's Progra...* WJR, Detroit, and five quarter... hour participations weekly o... *Happy Joe*, CKLW, Windsor. Mo... stations will be added in Illinoi... and Michigan. First United Broa... casters, Chicago, is agency.

6:00 A. M. ...and 600 Strong!

They're singing in the TVArea.

Recently, a Sunday morning sponsor invited listeners to an old-fashioned singing bee in the WNOX 600-seat studio. It was jammed by 6:00 a. m., with crowds turned away.

Yes, they're singing in the WNOX-TVArea, and they start early. They sing because they're happy: happy because normally good times in the rich and fertile Tennessee Valley are now better. Better because of TVA's vast dam-building program, stepped-up aluminum production, overtime working of mills and factories, all industry at peak capacity. Work is plentiful; payrolls are big.

And as happy WNOX listeners sing, your sales message will sing, too, when aired over this popular station of the TVArea.

5,000 W. DAY
500 W. NIGHT
★
C.P. GRANTED
10,000 WATTS
FULL TIME
★
CBS
990 Kc.
★
Affiliated With THE KNOXVILLE NEWS-SENTINEL

A SCRIPPS-HOWARD RADIO STATION

WNOX

KNOXVILLE, TENNESSEE

NATIONAL REPS.:

THE BRANHAM COMPANY

Access to Radio Plants Denied in Anti-Spy Move

A WARTIME move barring access to the premises of wire or radio communication companies, including manufacturing, of representatives of any foreign government, persons, associations or corporations, was announced last Friday by the Defense Communications Board, of which FCC Chairman James Lawrence Fly is head. A resolution adopted by DCB served notice to all such companies that on account of the "importance to national defense of the plants and facilities of the communications industry," it appeared desirable to restrict free access.

Companies were requested to take all measures necessary to insure that access to premises containing communications equipment or facilities other than those necessarily open to the general public, be restricted to employes, federal, state or local Government officers acting in their official capacity and other persons considered necessary by the management in the conduct of its business. Specific mention was made of exclusion of representatives of foreign governments or companies. Broadcasting operations are not covered in the order.

Occident Flour Spots

RUSSELL-MILLER Milling Co., Minneapolis, on Sept. 1 starts a fall campaign for Occident Flour, using an average of 10 announcements weekly on the following stations: WMAS WDEV WKNE WTAG WBEN WSYR WSLB WKOK WBRE WGBI WHBC WJAC WCED WHO WNAX WDAY WTAQ KSTP WJMS WHDF WDMJ KFIZ WMAM WKBH CJIC KFBB KGCX KGVO KGHL KFYR and KFJM. On WEBC, WMFG and WHLB, Occident Flour also will be promoted on six weekly quarter-hour newscasts in Finnish; on WFHR, once weekly on the *Man-on-the-Street* program; on WLS, thrice-weekly participations on the *Homemakers Program*; on KSTP, weekly participation in the *Household Forum*; on WDAY, the Z-Bar Network, KGHL and KFYR, with quarter-hour weekly transcriptions of the *Frank & Julia* series, used by the company for last year's campaign. Agency is N. W. Ayer & Son, New York.

Libby Tests Serial

LIBBY, McNEILL & LIBBY, Chicago (canned fruit juices), will test a quarter-hour transcribed serial, *Terry & the Pirates*, adapted from the newspaper comic strip, on WGN, Chicago, and KMBC, Kansas City, starting Sept. 29. Agency is J. Walter Thompson Co., Chicago.

Milligan Changes Post

LAWRENCE MILLIGAN, account executive of Blackett-Sample-Hummert, Chicago, has resigned to join Sherman & Marquette, Chicago, in an executive capacity. He had been with B-S-H eight years, handling the Procter & Gamble account.

TRANSCRIPTIONS for the quarter-hour weekly *Musical Mediations* program sponsored on 12 stations by Omar Flour Co., Omaha, are being cut by NBC Radio-Recording, Chicago. Hays MacFarland & Co., Chicago, handles the account.

ASCAP Situation

(*Continued from page 12*)

full network profits. Only initial negotiations by Mutual would have established a permanent formula adaptable to its operations, rather than a network formula which would have been prohibitive and disastrous to the stations involved in a Mutual operation.

"Four—The establishment of the now accepted principle that networks and stations have to negotiate separately and individually for the return of ASCAP music to the air, so that listeners would not continue to be deprived of this catalogue.

"Five—Up to this date, all functioning industry organizations were exerting their influence against a policy of negotiating a basis for the return of ASCAP music to the networks and stations."

Court Delay

Hearing on the ASCAP motion to have BMI eliminated from the suit filed jointly by BMI and Edward B. Marks Music Corp. against ASCAP in the New York Supreme Court has been postponed until Sept. 15 from the originally scheduled date of Aug. 15. The proposed ASCAP suit against BMI, NAB, CBS and their officers will of course be dropped unless some hitch should develop to prevent the consummation of the NBC contract.

ASCAP has taken no action toward working out a method of permitting the use of ASCAP music by broadcasters, restaurants, taverns, etc., in Florida, where the anti-ASCAP law, recently upheld by the United States Supreme Court, prohibits the users of music from being required to deal with a combination such as ASCAP. It is reported, however, that conversations between ASCAP officials and the attorney general of Florida have resulted in a plan whereby ASCAP music will be made available to users on a dual basis, either through the society as formerly or by individual arrangements with the publishers and writers holding the copyrights on the music desired by the user.

BMI Disc Policy

When the network negotiations are concluded, ASCAP's attorneys, it is understood, will write a letter to the Attorney General describing this proposed plan of operation and showing how it falls within the law, to which the Attorney General will reply with a letter of approval of the proposed operations.

By enabling the Florida citizens who wish to use ASCAP music to deal directly with the individual copyright owners as well as through ASCAP, the society will be conforming with the terms both of the State law and of the Federal consent decree, it was explained.

Meanwhile, BMI has announced that as of Sept. 1 it will stop the use of its music via transcriptions by stations which are not BMI subscribers. Previously, BMI had made no effort to curb this practice, partly because it gave additional performances of BMI tunes but chiefly so as not to interfere with the placement of commercial musical programs making use of BMI music. In the case of these latter programs after Sept. 1 BMI states that it will set a per-program fee which can be paid either by the station or the sponsor if the stations he schedules do not want to take out blanket BMI contracts.

WKBN Goes Fulltime

ALMOST on the eve of its 15th anniversary, which is Sept. 26, WKBN, Youngstown, was scheduled on Aug. 25 to go to fulltime operation on 570 kc., terminating its former time-sharing with WOSU, Ohio State U station at Columbus, which has been granted 5,000 watts limited time on 820 kc. Dignitaries, including Gov. Bricker of Ohio and Gov. James of Pennsylvania, along with William S. Paley, CBS president, were scheduled to extend greetings via transcriptions. WKBN will operate with its present power pending installation of a new transmitter which will enable it to operate with its assigned 5,000 watts.

Buying 'Touchdown Tips'

MORE THAN 20 advertisers in as many cities have already contracted for fall sponsorship of the second annual edition of *Touchdown Tips*, recorded football series syndicated by NBC Radio-Recording Division in 13 quarter-hour programs, to start Sept. 12 with the opening of the football season. Sam Hayes, West Coast sportscaster, predicts scores of 30 leading college games each week and points out general trends. The transcriptions are produced in NBC's Hollywood studios and sent air express to the stations taking the series, which are WEAF WFIL WWDC WEBR WRAW WDBJ KVOD WPID WTBC WPIC WAKR WLOF WMC WMBR WLAC WGAL KLRA WCOA KDYL WBRE KGHL WMBS and WSJS.

Huffington to WPID

APPOINTMENT of Walter Huffington as general manager of WPID, Petersburg, Va., and Bill Steadman as program director, has been announced by R. B. Huber, president. Huffington, for three years traffic manager of WPTF, Raleigh, and Steadman, formerly chief announcer and publicity director of WGTM, Wilson, N. C., succeed Lee Chadwick and Ben Miller, respectively, resigned.

KSD—The Post-Dispatch Station

St. LOUIS • 550 KC • NBC Red

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

TOLEDO

A Fort Industry Market

Two Decades of Service To Northwestern Ohio and Southern Michigan!

PROOF OF PERFORMANCE

Represented by

KATZ AGENCY

A FORT INDUSTRY STATION

5,000 WATTS

WSPD

TOLEDO, OHIO

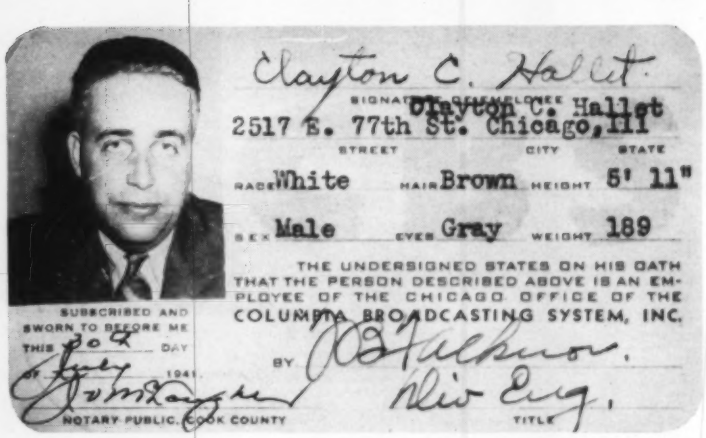
New Crosley Processes Aid Air Corps Material

WITH announcement last week of an award by the U. S. Air Corps of two additional contracts for certain aviation equipment to the Crosley Corp., Cincinnati, it was revealed that manufacturing processes developed in the Crosley laboratories will make it possible to substitute ordinary steel, in making this equipment, for aluminum and special alloy steel, at no sacrifice in weight, and will result in saving many tons of aluminum. The two additional contracts, totaling about $1,200,000, will bring to five the jobs that have been recently awarded to Crosley by the Air Corps, according to R. C. Cosgrove, Crosley vice-president and general manager.

Instead of aluminum die castings and chrome molybdenum forgings formerly required in making this aviation equipment, Crosley research engineers have shown it to be possible to substitute steel drawings and steel punchings, processed by hydrogen brazing, resulting in a slight saving in weight as compared with the material formerly used.

Glass Disc Advantages Are Claimed by Presto

PRESTO RECORDING Corp. reports its new glass base disc during the last month has been shipped to 14 foreign countries, including the tropics, and that neither high temperatures nor humidity had affected their recording characteristics or playback life. Because of this advantage, Presto states the cellulose-coated master discs have almost completely replaced wax masters formerly used by some foreign record manufacturers. Besides orders from the larger Central and South American countries, Presto reports shipments to the Philippines, India, Dutch East Indies, Portugal, Malaya, South Africa and Egypt.


Clayton C. Hallet
Clayton C. Hallet
2517 E. 77th St. Chicago, Ill
STREET CITY STATE
RACE White HAIR Brown HEIGHT 5' 11"
SEX Male EYES Gray WEIGHT 189
THE UNDERSIGNED STATES ON HIS OATH THAT THE PERSON DESCRIBED ABOVE IS AN EMPLOYEE OF THE CHICAGO OFFICE OF THE COLUMBIA BROADCASTING SYSTEM, INC.
BY
TITLE
SUBSCRIBED AND SWORN TO BEFORE ME
NOTARY PUBLIC, COOK COUNTY

IDENTIFICATION CARDS, designed by Chief Engineer Frank Falknor of WBBM Chicago, have been issued to the station's engineering staff. The cards, which must be carried by WBBM's 40 engineers at all times, are used in lieu of badges to prove identification when working on remotes. All have been fingerprinted with the FBI providing equipment.

FM in Pittsburgh

FM WILL BE heard regularly for the first time in the city of Pittsburgh as well as the State of Pennsylvania when W47P, FM adjunct of WWSW, Pittsburgh, goes on the air Aug. 28 from the Allegheny County Fair in South Park, Pittsburgh.

Video Guild to Hear See

HAROLD P. SEE, in charge of NBC's mobile television unit, will speak on the art and practice of outside pickups at the August meeting of the Television Guild, to be held Aug. 28 at the Aberdeen Hotel, New York.

WOSH are the call letters assigned to the new local in Oshkosh, Wis., authorized to Howard H. Wilson, Chicago station representative [BROADCASTING, Aug. 4].

BBC USING WOMEN
Technicians Being Trained to Take Radio Posts

AS A WARTIME experiment, British Bradcasting Corp. has started a six-week training program for women between 21 and 35 to become technicians in control rooms, recording centers and transmitters. BBC has set up its own training school for candidates, who go through two special courses of instruction before being placed on the job. Although the presently contemplated posts are more or less routine, BBC has indicated that trainees may become eligible for more advanced jobs, such as program engineers.

The first part of the six-week course covers both theoretical and practical work, with emphasis on lectures covering the organization of the BBC engineering division, the wartime system of wireless transmission, studio equipment, microphone control desks and panels, and outside pickups.

Following this "A" course, candidates work four weeks under an expert instructor in control or recording rooms, watching the actual handling of programs and gradually taking over some of the work. Upon completing the six-week instruction period successful candidates to working posts.

WOV Hearing Set

NATIONAL LABOR Relations Board office in New York has set Sept. 18 to hear the charges of American Communications Assn., CIO union, against WOV, New York. Union filed its charges of unfair labor practices last winter, following a breakdown in negotiations which culminated in a strike of technicians, announcers and office workers at WOV on Nov. 3 [BROADCASTING, Nov. 15, 1940], at which time the station management accused the strikers of sabotage.

WCBX, WCRC GET MORE FREQUENCIES

ADDITIONAL frequencies were authorized Aug. 19 to WCBX and WCRC, international shortwave stations of CBS at Brentwood, Long Island, N. Y., when the FCC granted modification of their construction permits to add the 6060 and 21520 kc. channels to both stations as well as the 6120, 6170 and 21570 kc. channels which are to be shared by WCBX, WCRC and WCAB, Philadelphia. WCBX, under construction, had originally been granted its construction permit to share on 17830 kc. with WCRC; share on 9650, 11830 and 15270 kc. with WCAB and WCRC and operate unlimited on 6120, 6170 and 21570 kc. WCRC, also being built, had been authorized to share on 6060, 21520 with WCAB; share with WCBX on 17830 kc.; and share 9650, 11830 and 15270 kc. with WCAB and WCBX.

The Commission granted special authorization to Philco Radio & Television Corp. to operate its present experimental television station W3XE for a period of 60 days from Sept. 1 on channel No. 1 (66,000-72,000 kc.) pending finishing of additional engineering data required by the FCC to pass on Philco's pending application for a commercial television station. Action was to enable the Philadelphia area to have scheduled television program broadcasts as soon as possible.

St. Louis FM for CBS

CBS was awarded its fourth commercial FM station when the FCC last Tuesday authorized a construction permit for a new outlet in St. Louis, to operate on 45.9 mc. and serve a 13,000 square mile area. The proposed transmitter site is in the Mart Bldg., 12th and Spruce Sts., also home of KMOX, CBS owned station in St. Louis. Other CBS construction permits for FM stations are held in Hollywood, Chicago and New York. Grant brings the total FM grants by the FCC to 54.

Memorial to Fessenden

ROANOKE Island, N. C., not far from Kitty Hawk, where the Wright brothers carried out their first flight experiments, is the site of a $100,000 memorial that has been dedicated to the late Reginald A. Fessenden, the radio inventor. It was on Roanoke Island that Dr. Fessenden established two-way radio communications with Bermuda about 40 years ago.

FM Receiver Plans

FM RADIOS will account for 50% of the volume of business during 1942 of Stromberg-Carlson Tel. Mfg. Co., Rochester, according to Dr. Ray H. Manson, vice-president and general manager, who stated that its 1942 line would be introduced shortly. Two major engineering developments will be incorporated in the radios, including automatic range shifting and a simplified push-button control for both FM and standard broadcasting.

REL
FM's PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

1340
WINX
Washington's Own Station
WIN WASHINGTON WITH WINX
WINX BUILDING • WASHINGTON, D.C.

in the CONTROL ROOM

T. E. La CROIX, KFAC, Los Angeles, engineer, on Sept. 1, joins NBC Hollywood in a similar capacity. He succeeds Don Scheuch, who resigned to return to U. of California.

HENRY T. BAILEY, of Gadsden, Ala., has joined the engineering staff of WLAG, LaGrange, Ga.

SANDY ANDERSON, chief technician of KTAR, Phoenix, and a licensed pilot, has been commissioned a deputy in the Maricopa County Sheriff's air squad, a civilian defense unit.

VINCENT CHANDLER, chief engineer of WMUR, Manchester, N. H., is the father of a baby boy, born Aug. 13.

TED KALIN and Fred Brill have joined the engineering staff of WELI, New Haven, replacing John Reilly, recently appointed chief engineer of the new WSRR, Stamford, Conn. and Joseph Austen, who has joined WEIM, Fitchburg, Mass.

DENZIL PULLEY, formerly of WSIX, Nashville, and WHUB, Cookeville, Tenn., has joined the new WGAA, Cedartown, Ga., as chief engineer.

LEONARD DOESE, chief engineer of WIBU, Poynette, Wis., is the father of a boy born Aug. 12.

JOHN AUSTEN, formerly of WELI, New Haven, Conn., has joined the technical staff of WEIM, Fitchburg, Mass.

GENE GOLDRUP, chief engineer of KGMB, Honolulu, and KHBC, Hilo, recently resigned and plans to settle on the mainland.

HARRY A. TURNER has been appointed production supervisor of Universal Microphone Co., Inglewood, Cal.

ROBERT CONNOLLY has been named acting chief engineer of WHAT, Philadelphia, succeeding Lieut. Chet Geise, now stationed in the Canal Zone.

Killed in Plane Crash

W. K. (Bill) MARKS, radio operator on the trans-Atlantic bomber ferry service, was killed in a plane crash in England while returning to Canada. He was formerly with CKPC, Brantford, Ont., and CJKL, Kirkland Lake, Ont. He started as a radio amateur in Brantford and then was a radio operator with Trans-Canada Air Lines. A brother, Delmar Marks, is transmitter operator at CKGB, Timmins, Ont., and another brother, Ernest Marks, is flying bombers to Britain.

ACA Signs Two

AMERICAN Communications Assn., CIO union, reports it has signed contracts with WBAX, Wilkes-Barre, and WWDC, Washington. Agreement at WBAX covers 17 employes in all departments, the union states, providing for closed shop, no firing without ACA permission, salary increases up to $4 a week, vacations, sick leave and other standard clauses such as holidays, overtime, etc. The WWDC contract covers 12 engineers employed in the control room, the booster and at the transmitter. It provides for a general increase of 8% to 11%, with total benefits from increased overtime, vacations, holidays, etc. averaging about $300 per man per year. Agreement also calls for a preferential union shop and arbitration, according to ACA.

IBEW Gets Contracts In Michigan, Kansas City

NEGOTIATIONS have been concluded with KCKN, Kansas City, for an agreement covering the technicians and engineers employed by the station, the International Brotherhood of Electrical Workers announced last week through Lawson Wimberly, international representative. The agreement, which is the first to be negotiated by the IBEW in the Kansas City area, was signed by Ellis Atteberry, vice-president and general manager of KCKN, and Walter L. Reed, international representative for the union, on behalf of Radio Broadcast Technicians Local Union No. 1259. The local, which has organized technicians in several other stations in Kansas City, is affiliated with the ABT Unit of IBEW.

IBEW announced that Local No. 1218 of Detroit, affiliated with the ABT Unit of IBEW, had concluded agreements with WOOD-WASH, Grand Rapids, and WKZO, Kalamazoo.

Charles Travis

CHARLES TRAVIS, 58, radio engineer consultant for the Philco Corp., Philadelphia, on Aug. 15 died of a heart ailment in Germantown Hospital, Pa. An inventor of numerous radio devices, Mr. Travis also served at various times as consultant to Atwater Kent Mfg. Co., RCA Mfg. Co., and the Tacony Steel Co.

SELL CENTRAL ILLINOIS

An Above Average Market

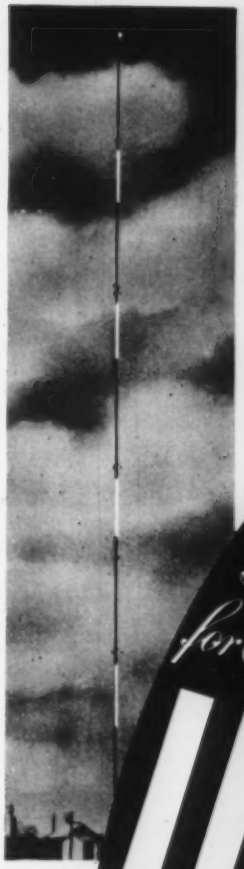
★ **BLOOMINGTON**—heart of the corn belt, has the third highest per capita income in Illinois.

★ **McCLEAN COUNTY**—ranks first in corn production in the United States, is one of the three richest agricultural counties in the country.

WJBC

BLOOMINGTON — NORMAL

Represented by **International Radio Sales**



AM VERTICAL RADIATORS

For 44 years LINGO Vertical Tubular Steel Radiators have enjoyed an unequalled record of stability. Constructed of full-weight copper-bearing seamless steel tubing, Lingo "Tube" Radiators are not to be confused with other light-weight tubular or structural steel towers. This extra assurance of stability is only one of the many plus advantages that include a new peak of efficiency . . . and if you're "budget minded", that is only another reason why you should know just what Lingo can do to increase your performance standard.

The **ONE** *Name for Every Antenna Need*

LINGO

"PROVEN BY SERVICE"

FM TURNSTILE RADIATORS

Lingo has set a new pace in the FM field! This new patented Turnstile Antenna is a distinct, new improvement over all previous designs. It is now offered with a background of experience and not experiment . . . it is the result of a basically sound process of development and its excellent performance has already been proven. This FM Antenna can be provided on your building roof or supporting tower.

JOHN E. LINGO & SON
INC.
Established 1897
DEPT B-8
CAMDEN, NEW JERSEY

WRITE FOR FACTS: Our engineering staff is ready and glad to provide complete technical data concerning your particular station. Write today and state frequency, power and location. (For FM—give height of building or supporting tower.)

Shoot the Works!

TESTED AND APPROVED by wise advertisers all over, WAIR is a sure bet for any advertiser with a worthy product—like YOURS.

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

INS

WJR, Detroit, and WFIL, Philadelphia, depend exclusively on INS for world news coverage.

INTERNATIONAL NEWS SERVICE

WWL

NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

You Can Dominate the Omaha Great Plains Market WITH

WOW

OMAHA, NEBRASKA

On the RED Network

590 KC 5000 WATTS DAY & NIGHT

JOHN J. GILLIN, JR., MGR.

John Blair & Co. Representatives

UTILIZING THE FULL SCOPE of television in presenting commercials on its telecasts of boxing bouts from Ebbetts Field on WNBT, New York, Adam Hat Stores has erected in NBC's television studios a full-size store front, complete with merchandise and window-shoppers. Opening with a long shot showing a man stopping to inspect the window, comparing the hats shown there with his own and then turning into the store, the camera dollies up to the window for a closeup of the featured models, which are mounted on revolving stands to give an all-around view.

Adam Hat Shows Its Faith in Television By Signing for All NBC Sports Events

A CONTRACT that may well make Adam Hats as synonymous with televised sporting events as Bulova Watches are with time signals in sound broadcasting was signed last week by Adam Hat Stores and NBC, calling for sponsorship by the hat company of all sporting events televised by NBC.

In addition to the boxing bouts staged by Chick Meehan at Ebbets Field, Brooklyn, which Adam is already sponsoring on WNBT, New York, the new contract gives the sponsor exclusive rights to track meets, tennis matches, baseball and football games and any other sports for which NBC is able to secure television rights.

The agreement covers sports telecasts from NBC's video station in Washington, now under construction and scheduled to being operations Jan. 1, 1942, and from the network's television station in Philadelphia, expected to be ready for telecasting by July 1, 1942.

Contract is in effect a testimonial to the advertising effectiveness of television, which Adam Hats entered following the beginning of commercial operation on July 1, sponsoring telecasts in New York of the local fights the company was also sponsoring via sound broadcasting on the Blue Network.

Bouts promoted by Herman Taylor in Philadelphia and by Ray C. Alvis in Washington, to which NBC has exclusive television rights, as well as the exclusive rights for both longwave and shortwave broadcasting, are already broadcast under Adam sponsorship on the Blue and will be televised for this advertiser as soon as NBC is able to provide coverage for sight as well as sound.

In a letter to NBC requesting to be "the first to go on record to give you an order for television facilities covering all the sports events on contract," Leon S. Goldberg, advertising manager of Adam Hat Stores, declared that "our preliminary experiments with commercial television have unequestionably proved our contention that this new modern medium will excel all others.

"We would like you to make every effort," he continued, "to arrange that we can pick up our *Adam Hats Sports Parade* from all points in the country. For instance, we have contracted for broadcasts in Philadelphia, Washington, Chicago, etc., and we would like to, when technically possible, bring them into the New York market for our WNBT audience."

Growth of Adam

Adam has grown from a single store in New York to a national chain of hat stores, due largely to its advertising program, which has been built around sports broadcasting, first on individual stations in New York and since 1937 on the Blue Network.

Shortwave broadcasting to Latin America, started as a goodw gesture with the broadcast of t Louis-Godoy fight, has lately r sulted in the development of an i ternational business. Even t switch of the fights promoted Mike Jacobs, which Adam had f several years sponsored on t Blue, to MBS for Gillette Safe Razor Co., did not alter the Ada advertising, as the company h gone along with NBC in lining other promoters' matches for broa casting.

SALARY INCREASES FOR FCC LAWYER

SALARY increases for members the FCC's inquiry section as w as for other attorneys were a proved last week by the FCC su ject to ratification by the Civ Service Commission.

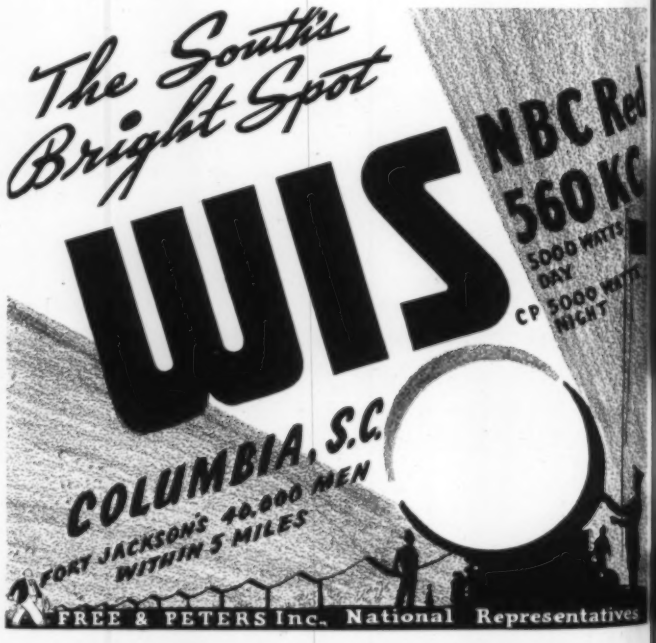
Allen W. Sayler, supervising i vestigator of the inquiry sectio was raised from $3,800 to $4,6 per year. He was the Commissio first witness in the newspaper d vorcement inquiry which began la month.

Seymore Krieger, special cou sel, who participated actively in th drafting of the network-monopo rules, was increased from $3,8 to $4,600 but because of his tem porary status, Civil Service ap proval is not required. Hugh L Hutchison, attorney on the regula legal staff, was recommended for boost from $3,800 to $4,600.

Charles E. Clift, field investi gator, was recommended for an in crease from $3,200 to $3,800 an Raymond Lewis, also an attorne investigator, was recommended fo increase from $2,600 to $3,200.

Kleenex on CBS

INTERNATIONAL CELECU TON PRODUCTS Co., Chicag has purchased a five-minute week period on 51 CBS stations startin Sept. 19. Program will advertis Kleenex and will be heard on Fr days at 9:55-10 p.m., immediatel following the *First Nighter* spo sored by Campana Sales Co., Ch cago. Lord & Thomas, Chicago, agency.



JOHN DAVID CHAIN TO SPONSOR VIDEO

JOHN DAVID Inc., New York, chain of men's wear stores, will sponsor *Men's Wear Highlights of Television* on WNBT, New York, 9:30 p.m. each Wednesday, beginning Sept. 24. Contract, which covers the first men's style show series of commercial television, calls for a 13-week series, with renewal options.

Programs will be variety shows produced by Reginald Hammerstein, who has left NBC's television staff to become television producer of Norman D. Waters & Assoc., New York, agency handling the series. The same agency recently contracted for a feminine style series, *Fashion Discoveries in Television*, which will start on WNBT Sept. 4 for a 13-week test series, Thursdays, 5-5:30 p.m. Both series will be merchandised with point-of-sale displays identifying merchandise as that shown in the telecasts.

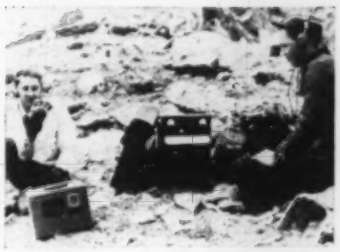
The *Fashion Discoveries* series will be sponsored jointly by Bloomingdale Bros., New York, and Abraham & Strauss, Brooklyn, associated department stores which are also joint owners of Metropolitan Television Co., granted a construction permit to erect a television station in New York. Difficulty in obtaining material is holding up construction, BROADCASTING was informed, and Metropolitan executives said they were unable to predict when they might be ready to begin operation.

Schlitz Tests

JOSEPH SCHLITZ BREWING Co., Milwaukee, is testing Monday through Friday five-minute news commentary on WMAQ, Chicago for Old Milwaukee beer. Company is also placing five-minute news programs and one-minute announcements on a number of selected stations. Commercials are transcribed in jingle form. McJunkin Adv. Co. is agency.

HENRY MORGAN, who conducts his own participating program of patter and music on WOR, New York, is now available for local cooperative sponsorship on MBS stations, Monday through Saturday, 7:15-7:30 p.m., Mutual has announced. Besides the regular quarter-hour time rate, the talent cost for Morgan on a six-weekly basis will be the local one-time quarter-hour national rate, and on a thrice-weekly basis, the minimum requirement, for 80% of that rate.

FM
with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC



HIGH IN THE ROCKIES, in fact 13,000 feet high, was the origination point for a program during the annual trek of the Boulder (Col.) Chamber of Commerce. KOA, Denver, got its outfit up to this point on the Continental Divide by packhorse. A relay point was set up 2½ miles below, with the regular lines another five miles down the mountain. Here Don Martin (left) and Engineer Verne Andrews operate the equipment.

Lilly Painters

81,000 STRONG, the Lilly Clan, resolved Aug. 20 in annual reunion assembled that WLW, their "favorite station", should be granted 650,000 watts on its clear-channel frequency. Head of the clan is Cousin Abe Lilly, former West Virginia attorney general, who drew "thunderous applause" as he exhorted on behalf of the power boost. Ed Mason, WLW farm director, and Phil Underwood, engineer and a Lilly on his own right, cut a transcription for the WLW *Everybody's Farm Hour*.

Wrigley Auditions

WM. WRIGLEY Jr. Co., Chicago (chewing gum), as supplement to its weekly CBS *Melody Ranch* featuring Gene Autry, is considering a new hillbilly quarter-hour program featuring the Canovas (Judy, Annie and Zeke), for fall release on that network. Audition program was produced and piped through in mid-August from Hollywood to Chicago executives of that firm by J. Walter Thompson Co., agency servicing the account.

Grove Morning Series

GROVE LABS., St. Louis, on Oct. 6 will start a thrice-weekly early morning quarter-hour program of western and "home-folk songs on 65 NBC-Red stations in the interest of Bromo-Quinine. Louise Massey and the Westerners will be featured, and the program will be heard Mondays, Wednesdays, and Fridays from Chicago at 7:45 (EST), with two rebroadcasts so it will reach central and mountain time zones at 7:45. It is believed the first regular network sponsored program presented that early in the morning. For stations unable to clear time, the program will be transcribed. Agency is Russel M. Seeds Co., Chicago.

IT WAS incorrectly stated in the story on Noxema Chemical Co. titled "They Had to Do Something —And Quick," in the July 21 issue of BROADCASTING that the *Quiz of Two Cities* is heard on WHAM, Rochester. The program is heard in Rochester on WHEC.

CBS Air School Given Praise by Latin Nations

EXTENSION of the CBS School of the Air of the Americas to the entire Western Hemisphere may result in all American nations becoming bilingual, according to Dr. Luis Sanchez Ponton, Mexican minister of education. Dr. Ponton's prophesy was given Sterling Fisher, CBS director of education.

Returning from the First International Conference in Mexico City of the CBS air school, Mr. Fisher announced Mexico had officially included the air study in its curriculum for all schools and plans to have all 10,000 classrooms radio equipped. Scripts and teachers' manuals for the air program will be sent to Mexico well in advance for adaptation. They will be forwarded to other Latin nations. Mr. Fisher reported the air school has been accepted "intellectually and emotionally" by the Latin countries.

Clothing Chain Spots

FOREMAN & CLARK, Los Angeles (chain clothiers), in a two-month campaign starting Sept. 1, along with other media will extensively use transcribed announcements in selected markets of the Western States. Station list is now being made up. Milton Weinberg Adv. Co., Los Angeles, has the account.

PATRICIA LOCHRIDGE, assistant in the CBS news department, has written an article on Bermuda during wartime which will appear in the september *Woman's Home Companion*.

TODAY
is the time to get up to the minute
INFORMATION
on this
MAJOR MARKET
Of the 50 New England Cities and Towns in the WLAW Primary Market . . . 41 have no Daily Newspaper.
WLAW
5000 WATTS • 680 KC.
COLUMBIA AFFILIATE
National Representatives
THE KATZ AGENCY, Inc.

WHAT DO YOU WANT TO KNOW ABOUT RICHMOND?
Richmond is at the fingertips of WMBG's sales and merchandising staff. You can get the dope instantly from WMBG—the Red Network Outlet in Richmond—on a food, drug or any other situation. As proof, WMBG received the Armour Merchandising Award. WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.
WMBG
RED NETWORK OUTLET · RICHMOND, VA.
JOHN BLAIR CO., REP.

The Northwest's Best Broadcasting Buy

WTCN

AN NBC STATION

MINNEAPOLIS ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.

FREE & PETERS, INC. — Natl. Rep.

CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES

One-third of all radio sets in Nova Scotia are within twenty-five miles of our antenna, two-thirds are within our primary coverage area. No advertiser can afford to overlook this field.

Representatives

JOS. WEED & CO.

350 Madison Avenue, New York

YOU DEPEND ON THE AIRLINES *for speed*

and the airlines depend on Postal Telegraph

● Speed plus dependable service! That's why—"It Pays To Fly!" And for these same reasons, all major airlines—like many of America's greatest business firms—have found—it pays to use Postal Telegraph.

You too can enjoy this same speedy, dependable telegraph service—at low cost—at any Postal Telegraph office. Or—

Phone*

Postal Telegraph

*Charges appear on your phone bill

Studio Notes

WTAG, Worcester, following installation of an Associated Press news wire, in mid-August transferred its news staff from offices in the adjoining *Worcester Telegram & Gazette* to the station's new newsroom. Directed by James G. Little, formerly of the NBC publicity bureau in Chicago, and Kenneth MacMullen, of the *Providence Journal*, the WTAG news division will broadcast seven quarter-hour news periods daily.

PHOTO & SOUND Inc., San Francisco transcription firm, has written all Northern California radio stations and advertising agencies, offering to buy all old high-grade 16-inch pressings at 10 cents each. By high grade the company means materials classified as vinylite, the regular transcription pressing.

WCOP, Boston, marks its sixth birthday Aug. 26 when appropriate festivities to commemorate the anniversary are planned.

THE engineering department of KLZ, Denver, is acknowledging D-X letters with a new D-X card, printed in blue and red on buff. It features two photographs, one of the station's transmitter building and tower and one showing the KLZ mobile unit high on a mountain highway during a shortwave broadcast.

KTAR, Phoenix, broadcast recent graduation maneuvers from Luke Field, near Phoenix, with Andy Anderson, KTAR announcer, taking a microphone aloft in the rear cockpit of the lead ship of an 18-plane flight. Broadcast climaxed a series in which KTAR had followed the progress of the flying cadets up to the first graduation.

WMSL, Decatur, Ala., has been carrying a commercial community sing from its auditorium each Thursday night that was so successful that a dozen merchants of Athens, Ala., 15 miles distant, recently petitioned WMSL to put remote facilities in Athens for a similar broadcast. Stumped through lack of a building large enough for the large studio audience, a solution arrived when permission to use the County courthouse was obtained.

WITH the start of the fall season on Broadway, Howard Barnes, motion picture critic of the *New York Herald Tribune*, on Sept. 2 is resuming his series on WOR, New York, titled *Howard Barnes Reviews*. Heard five times weekly at 12 midnight, the program covers the entire entertainment front with special reports on the opening nights of Broadway plays.

A BROADCASTING BOOTH has been installed in the auditorium of the Royal Canadian Air Force Manning Depot, at Toronto, and weekly broadcasts are now made from there by the Canadian Broadcasting Corp. Seven thousand airmen make up the audience for the weekly CBC musical program *Playtime* and join in the singing.

KSRO, Santa Rosa, Cal., Aug. 15 dedicated its new 1,000-watt transmitter, directional antenna and new remote studios at Vallejo, Cal., with a series of special programs. The Vallejo studios are 44 miles from Santa Rosa and provide KSRO with facilities near the Mare Island Navy Yard. Wilt Gunzendorfer, general manager of the station, presided over the ceremonies which featured the appearances of various dignitaries and radio artists.

WJR, Detroit, is presenting each Sunday transcribed shows featuring Michigan selectees at various camps throughout the country. Discs were made by Larry Payne and Jerry Pettit, announcers, and Pinky MacClellan and Fran Jennings, engineers, who have already traveled 5,000 miles through seven states to make the transcriptions.

HANG ON, TOOTS screams Wayne Ackley (upper left) to Beverly Perry, as she hurtles around the merry-go-round astride a bounding steed at the second annual picnic of KRNT-KSO, Des Moines. Behind her is another revolving equestrian, Gene Loffler, as Dale Morgan daringly rides backward. Some 22,700 Iowans jammed the Riverview park in Des Moines for the Sunday frolic. Entertainment was free.

WOR, New York, will exchange programs of contemporary music once a month with a network of Brazilian stations. Series will begin Aug. 28 with Brazil presenting the first program. Dr. Julio Barata, director of the radio division of the Departmento De Imprensa E. Propaganda of Brazil, and Adolph Opfinger, program manager of MBS, completed the arrangements.

WPEN, Philadelphia in line with its policy to curb foreign-language programs, on Aug. 18 dropped the last of its evening foreign language shows. All remaining foregn language shows are scheduled for the early morning hours and it is planned that the entire program schedule will eventually be English-speaking programs only.

WIP, Philadelphia, replaced its electronic time signal note each hour with a V for Victory signal. The signal will be given 24 hours a day for the duration of the war.

WITH ANNOUNCERS and commentators at five points on the giant Shasta Dam, CBS on Aug. 17 started a series of half-hour West Coast special event broadcasts from the $284,000,000 Central Valley Project, now under construction to control and supply water for that California area. Under supervision of Fox Case, CBS Western special events director, programs are fed through special lines to Redding, Cal., and into KSFO, San Francisco, for release to the network's West Coast stations. Project is the second largest masonry structure ever made by man.

KHSL, Chico, Cal., has completed plans for the construction of a new transmitter building to house the directional equipment to be installed for its recently authorized 1,000-watt fulltime operation. Work, to start immediately, will be under the supervision of Manager M. F. Woodling.

KLZ, Denver, Aug. 10 held its sixth annual free picnic at the local Lakeside amusement park. Outing was attended by 10,000 and the only advance publicity given the affair were plugs by station artists and the distribution of the free tickets through KLZ clients.

SIX-PAGE house organ written by studio employes, was recently instigated by KMPC, Beverly Hills, Cal. Titled *KMPC News*, cartoon illustrated sheet is edited by Paul Masterson, staff announcer.

MOBILE unit of WWL, New Orleans, traveled 560 miles last week to cover anniversary ceremonies at Florence, Ala., honoring Ed A. O'Neil, president of the American Farm Bureau Federation. Woody Hattic, WWL agricultural director, was invited to attend the ceremonies and took with him the mobile unit. Mr. O'Neil, who was interviewed, was given a transcription of his anniversary speech by the station.

JOEL STOVALL, musical arranger of KMOX, St. Louis, recently made a band arrangement of the selection "Let's Go" for Maj. Gen. C. S. Ridley, commanding officer at Fort Leonard Wood, Mo. The Sixth Division liked the arrangement so well that it was adopted as the division song, and recordings are being made of it for the various bivouacs during the coming maneuvers.

WHO, Des Moines, is originating most of its local studio programs in Crystal Studio at the Iowa State fairgrounds for an eight-day period.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*

OVER METROPOLITAN NEW YORK

Admiration Adding

NATIONAL OIL PRODUCTS Co., Harrison, N. J. ("Admiration" shampoo), the latter part of September will add five stations to its campaign of one minute transcribed announcements now heard Monday thru Friday on WTAR, Norfolk, and WRNL, Richmond. Spots run 5 to 10 times weekly and contracts are for 20 weeks. Agency is Chas. Dallas Reach Co., Newark.

Aetna Names Kudner

AETNA LIFE INSURANCE Co. and its affiliated companies, the Aetna Casualty & Surety Co., the Automobile Insurance Co. and the Standard Fire Insurance Co., Hartford, have named Arthur Kudner, New York, as agency. Company is currently surveying markets and will probably use radio in the near future.

St. John on WEAF

WITH WORLD news becoming more important daily, WEAF, New York, has rearranged its program schedule to assure listeners at least two news periods a day, and has added Robert St. John, former Associated Press correspondent in Greece, to its new staff. St. John will take over the 6:15-6:30 p.m. Monday through Friday, spot now occupied by Don Goddard, with Goddard switched to 12:45 p.m. Thursday, Friday, Saturday, until Sept. 30, and thereafter 12 noon five times weekly and 12:45 p.m. Saturdays.

KFRU
COLUMBIA
Bombshell of Missouri!
Winner of the "George Foster Peabody Award" for Distinguished and Meritorious Public Service Programs in the local channel group durng 1940.
1400 KC. ★ 250 Watts

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Immediate Opening—For operator with first class license able to copy transradio. Telegraph. Box 849, BROADCASTING.

Licensed Operator—For local Virginia station. State qualifications and acceptable starting salry. Box 829, BROADCASTING.

Radio Operator—Wanted for expanding regional station. Send qualifications, service, salary expected to Box 844, BROADCASTING.

Wanted—Salesman familiar with the Southwest territory. Application by letter only, giving references. KTHS, Hot Springs, Arkansas.

Good Announcer—Able to write copy and experienced in general studio routine for northern local station. Box 846, BROADCASTING.

Licensed Radio Engineer—Technician for long established high-powered A. M. and F. M. station in metropolitan area. State qualifications and acceptable salary. Box 850, BROADCASTING.

Chief Engineer Wanted—Northwestern college town of 25,000—excellent climate and living conditions wants college man with hour experienc as well as 3 years' experience as chief of 5 kw station, good references required. Station 5 kw Modified Western Electric CBS affiliate. Wages $1.15 per hour. Box 827, BROADCASTING.

Situations Wanted

Program Director—Ten years experience. Married. References. Box 839, BROADCASTING.

Announcer—With operator's license, desires permanent connection. Report within fifteen days. Box 845, BROADCASTING.

News Reporter—University graduate; six years newspaper background. $50 minimum. Immediately. Box 826, BROADCASTING.

Experienced Announcer—Production Man—Copy Writer—Excellent sports and news. Draft deferred. Box 834, BROADCASTING.

Engineer — Experienced remote, studio, transmitter maintenance. Satisfactory references. Prefer South Atlantic States. Box 837, BROADCASTING.

Engineer—6 years in broadcasting. Chief engineer experience. Want Eastern location; consider others. Box 832, BROADCASTING.

Experienced Announcer—Engineer—Ad-lib; write copy—handle sports. Young, draft deferred. Prefer Eastern and Middle Atlantic States. Box 833, BROADCASTING.

News Director—Twenty years' newspaper experience. Two years assisting in nationwide newscast. Now employed metropolitan newspaper. Improve content and presentation of daily news schedule. Box 831, BROADCASTING.

Situations Wanted (Continued)

Radio Technician—Experienced on operations and maintenance. Hard worker with reliable record. Want position in East or South. Box 836, BROADCASTING.

Salesman—6 years experience. Draft exempt. 29 years of age. Now employed. Desires position as Commercial Manager or Salesman. Box 835, BROADCASTING.

Announcer-Producer — College training in production and advertising plus announcing experience with New York station. Will go anywhere. References. Transcription. Box 830, BROADCASTING.

Experienced Announcer — General, newscaster, special events, M. C. Five years regionals. Knows sales, production, continuity. Employed. Reliability guaranteed. Large, small station. Photo, disc, references. Box 838, BROADCASTING.

Radiotelephone First — 25, employed 250 watter, experience kilowatt, university and technical school graduate, adaptable pleasant personality, interested locating permanently 100-200 mile radius New York City. Box 843, BROADCASTING.

Continuity Writer—Now employed, desires change. Experience includes four southern network stations. Complete recommendations from present employer. Mike. Boston-educated. Girl, 27. Single. No preference for location. Box 840, BROADCASTING.

Who Needs An Excellent Salesman Or Commercial Manager? — Available mid-September. Outstanding sales record past 7 years in poor market. Married. Draft exempt. Thoroughly experienced local and national sales, merchandising. Best of references. Give full particulars. Box 828, BROADCASTING.

Keep 'em Listening—News and Special Events expert available. Now steadily employed, but wish change because of personal reasons. Over seven years experience with every phase of radio announcing, production, news and special events. 3A draft classification. Box 842, BROADCASTING.

Engineer—Now permanently employed at 50 KW station. Desires chief engineer's job at station of 1 KW or more. Experience includes—Chief engineer 5 KW, complete station construction, maintenance and controls. Best of references. Age 33. Married—family. Box 841, BROADCASTING.

Program Director — Versatile organist, (Hammond and Pipe)—announcer (except sports)—good foreign pronunciation—cultural background—thorough knowledge World and Lang-Worth services—college education—31 years old—married—Caristian—9½ years' experience—now with Independent in N. Y. area. References. State salary and details. Box 848, BROADCASTING.

For Sale

RCA ET4230 100/250 Watt Transmitter—Excellent shape. $1000. Box 847, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
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Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

AUGUST 16 TO AUGUST 22 INCLUSIVE

Decisions . . .

AUGUST 19

NEW, Columbia Broadcasting System Inc., St. Louis—Granted CP new FM station 45.9 mc. 13,000 sq mi.

NEW, Westinghouse Radio Station Inc., Hull, Mass.—Granted CP new developmental station on 9570 kc 700 w to furnish signal for Bureau of Standards, Washington, in connection with radio wave propagation studies.

MISCELLANEOUS—**WWVA, Wheeling, W. Va.**, granted special service authorization for 1170 kc 5 kw unl. to 2-1-42; **WHIO, Dayton, O.**, granted reinstatement CP new transmitter move transmitter, install directional N, increase 5 kw N; **WTOC, Savannah, Ga.**, granted modification CP to 5 kw N directional; **WCBX, Brentwood, L. I., N. Y.**, granted modification CP add frequencies 6060 and 21520 kc, sharing with WCRC and WCAB; 6120, 6170 and 21570 kc. sharing with WCRC; **WCRC, Brentwood, L. I., N. Y.**, granted modification CP add frequencies 6120, 6170 and 21570 kc. sharing with WCBX; 6060 and 21520 kc sharing with WCBX and WCAB; **W3XE, Philadelphia**, granted special authority to operate commercially on channel No. 3 for 60 days.

MISCELLANEOUS — **Robert V. Lee, Bradenton, Fla.**, denied petition reconsider and grant new station 1490 kc 250 w unl.; **KFPW, Fort Smith, Ark.**, granted petition reconsider and grant without hearing license renewal; **WRDW, Augusta, Ga.**, granted petition reconsider and grant without hearing CP change 1480 kc increase power install new transmitter subject to filing application modifying CP to 5 kw unl. directional N; **NEW, Utica Broadcasting Co. Inc., Utica, N. Y.**, denied petition reonsideration and grant CP new station 1450 kc 250 w unl.

AUGUST 22

NEW, Southern Cal. Broadcasting Co., Pasadena, Cal.—Granted CP 1430 kc 1 kw D

NEW, Washington Broadcasting Co., Washington, Pa.—Granted without hearing CP 1450 kc 250 w unl., hearing cancelled.

NEW, Seaboard Radio Broadcasting Corp., Philadelphia—Granted CP FM 48.1 mc commercial, 9,300 square miles, 3,900,000 population.

MISCELLANEOUS — **KONO, San Antonio**, grante modification license to unl., facilities KMAC when that station goes on new frequency (KONO now shares 1400 kc 250 w N & D with KMAC); **KPQ, Wenatchee, Wash.**, granted CP new transmitter and antenna, increase to 500 w 1 kw D, change to 560 kc; **WRNL, Richmond, Va.**, granted CP new transmitter, change directional N, increase to 5 kw; **WIBG, Glenside, Pa.**, granted CP new transmitter directional N & D, increase to 10 kw unl., move transmitter, studio; **KEVR, Seattle**, granted special service auth. 1090 kc 250 w unl.; **WIBG, Glenside, Pa.**, granted without hearing renewal application and application transfer control to Paul F Harron, Joseph Lang, John B. Kelly, Anthony J. Drexel Biddel Jr.; **WNOX, Knoxville**, granted modification CP change to 1050 kc., change antenna; **WBAX, Wilkes-Barre**, granted extension of termination date of temporary license to 11-1-41; **NEW, Peter Q. Nyce, Alexandria, Va.**, dismissed rehearing petition, against grant 6-24-41 without hearing application WWRL increase to 5 kw 1600 kc; **KOTN, Pine Bluff, Ark.**, denied rehearing in grant 7-16-41 of CP to Helena Broadcasting Co., Helena, Ark., CP new station 1490 kc 250 w unl.; **KFJM, Grand Forks, N. D.**, and **Dalton LeMasurier, Grand Forks**, granted petition to reconsider and grant without hearing application of KFJM for license renewal and modification license to 2 hours a day, together with application of LeMasurier for CP to operate station all but the two hours used by U of North Dakota; **NEW, Western Mass. Broadcasting Co., Pittsfield, Mass.**, adopted order removing application new station from hearing docket and placing file under Order 79; **NEW, WFAM Inc., Lafayette, Ind.**, denied assignment call letter WFAM.

SET FOR HEARING—**NEW, Northeastern Penna Broadcasters, Wilkes-Barre**, CP 1240 kc 250 w unl., asks WBAX facilities; **NEW, Key Broadcasters, Wilkes-Barre**, CP 1240 kc 250 w unl., asks WBAX facilities; **NEW, Central Broadcasting Co., Wilkes-Barre**, CP 1240 kc 250 w unl., all three to be heard jointly

Applications . . .

AUGUST 18

WTBO, Cumberland, Md.—CP new transmitter, directional N, change 940 kc, increase 250 w N 1 kw D, hours to unl.

KLBM, LaGrande, Ore.—Voluntary assignment license to Ben E. Stone.

NEW, Earle C. Anthony Inc., Los Angeles—CP new commercial television station on channel No. 6, A5 and special emission for FM, 2,215 sq. mi., 2,645,521 population.

AUGUST 20

WKZO, Kalamazoo, Mich.—CP increase 5 kw N directional changes.

NEW, Hoosier Broadcasting Co., Indianapolis—CP new station 810 kc 250 w D.

NEW, Brainerd-Bemidji Broadcasting Co., Brainerd, Minn.—Amend application CP new station to 1400 kc 250 w.

KYCA, Prescott, Ariz.—Transfer control to KTAR Broadcasting Co. through purchase 65 shares common stock from Albert Stetson.

KTUC, Tucson, Ariz.—CP new transmitter and antenna, move studio and transmitter.

KTRB, Modesto, Cal.—Modification CP new transmitter, direction N 1 kw unl.

AUGUST 22

NEW, Portland Broadcasting System, Portland, Me.—CP 47.1 mc 5,050 sq. miles 256,466 population, amended to 3,980 sq. miles.

NEW, Charles P. Blackley, Staunton, Va.—CP 1240 kc 250 w unl.

WCHS, Charleston, W. Va. — CP new transmitter, increase to 5 kw 10 kw D.

W8XO, Mason, O.—CP increase to 100 and 750 kw.

WJHP, Jacksonville, Fla.—CP change to 640 kc 50 kw, new transmitter, directional N & D, move transmitter to Marietta, Fla.

KLCN, Blytheville, Ark. — Modification CP new transmitter, antenna, increase power, change to 950 kc.

WNAX, Yankton, S. D.—CP reinstatement CP as modified for directional N, increase to 5 kw N & D.

NEW, Globe-Democrat Pub. Co., St. Louis—CP 44.7 mc 15,850 sq. miles 1,858,665 population, amended to 13,083 sq. miles, 1,766,569 population.

NEW, J. E. Rodman, Fresno, Cal.—CP 1340 kc 250 w unl.

Tentative Calendar . . .

KFJM, Grand Forks, N. D., license renewal, modification license 1440 kc 500 w N 1 kw D specified hours 3-5 p.m.; **NEW, Dalton LeMasurier, Grand Forks, N. D.**, CP new station 1440 kc 500 w N 1 kw D specified hours (consolidated hearing, Aug. 25).

KDRO, Sedalia, Mo., CP 800 kc 1 kw D (Aug. 25).

WIBG, Glenside, Pa., license renewal (Aug. 27).

NEW, West Allis Broadcasting Co., West Allis, Wis., CP 1480 kc 250 w D (Aug. 28).

NEW, KNOE Inc., Monroe, La., CP 1420 kc 250 w unl. (Aug. 29).

NEW, Park Cities Broadcasting Corp., Dallas, CP 710 kc 5 kw unl. directional N (Sept. 24).

KGKO, Fort Worth, modification license 570 kc 1 kw N 5 kw D directional N (Sept. 26).

NEW, Hawaiian Broadcasting System Ltd, Honolulu, CP 1340 kc 250 w unl. (further hearing, Sept. 29).

KWK, St. Louis, CP 680 kc 50 kw unl. directional (further hearing, Sept. 29).

NEW, Scripps-Howard Radio Inc., Houston, CP new station 1230 kc 250 w unl.; **NEW, Texas Star Broadcasting Co., Houston**, same; **NEW, Greater Houston Broadcasting Co., Inc., Houston**, same (consolidated hearing, Sept. 29).

KFVD, Fort Dodge, Ia., modification license 1400 kc 250 w unl.; **KFGQ, Boone, Ia.**, license renewal (consolidated hearing, Oct. 14).

NEW, Hennessey Broadcasting Co., Butte, Mont., CP new station 1490 kc 250 w unl. (Oct. 16).

NEW, Barclay Craighead, Butte, Mont., CP new station 1490 kc 250 w unl. (Oct. 16).

NEW, Jefferson Broadcasting Corp., Birmingham, Ala., CP new station, 1340 kc 250 w unl. facilities of WSGN when vacated; **NEW, George Johnston Jr., Birmingham**, same; **NEW, WBAM Inc., Birmingham**, same (consolidated hearing, Oct. 27).

THE FCC's Administrative Board, rather than the Commission itself, will administer Orders No. 72 and 73, dealing with dispensation to amateurs to operate with foreign countries and with using long-distance transmitters, under an administrative order approved Aug. 18 by the Commission.

LAPP HAS MADE 142 DESIGNS IN ANTENNA STRUCTURE INSULATORS—ALL ARE BASED ON THE LAPP CURVED-SIDE COMPRESSION CONE

The largest and smallest Lapp curved-side cones—for a low power pipe mast, and for the world's largest vertical radiator—1950 feet.

More than 20 years of service records prove that the Lapp curved-side compression cone of electrical porcelain meets every operating requirement. It affords double the strength of an ordinary straight-side cone, assuring the maximum in security and permanence. Finally, each insulator, before shipment, is tested by loading to 50% more than maximum design load. Most radio engineers know they've covered the insulator question adequately when they say to their tower manufacturer, "Use Lapp Insulators."
Lapp Insulator Co., Inc., LeRoy, N. Y.

Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

PHILCO TELEVISION TO START SEPT. 1

PHILADELPHIA'S first commercial television broadcasts will start Sept. 1, it was announced Aug. 2[illegible] by Philco Radio & Television Corp. Granted a 60-day commercial license by the FCC for its W3XE, Philco announced it will be on the air 15 hours a week, transmitting over 25-mile radius from its 23[illegible]-foot telecasting tower at the company plant.

While prospective sponsors were not disclosed, it was stated the program schedule will include playlets, variety shows and newsreels from the W3XE studios. In addition, there will be telecasts of athletic events, parades and public meetings, relayed to the transmitter by a mobile television unit.

As a result of the commercial license, Philco engineers are stepping up power from 3,000 to 10,000 watts, operating on Channel 3 (66-72 mc.). Since opening W3XE as an experiment television station in 1932, Philco has had approximately 6,000 hours of experimental telecasts, including the transmission of football games, wrestling matches and political conventions. Philco engineers estimate there are 300 to 400 television receivers in the Philadelphia ara.

* * *

ELECTION of Larry E. Gubb, former executive vice-president, to the office of chairman of the board of Philco Corp. was announced Aug. 21 by that company. In addition, John Ballantyne, formerly treasurer, was elected vice-president in charge of operations; Thomas A. Kennally, formerly general sales manager, was named vice-president in charge of sales; W. R. Wilson, controller, was chosen to succeed Mr. Ballantyne as treasurer and James H. Carmine, former assistant sales manager, will become sales manager.

Mr. Gubb, a 1916 graduate of Cornell, has been with Philco since 1920. He was elected president of Philco Radio & Television Corp. in July, 1934, and when that corporation became a subsidiary of Philco Corp. in 1940, Mr. Gubb was named its executive vice-president.

Mr. Ballantyne, after graduating from Pennsylvania in 1921, became a partner in the accounting firm of Mathieson, Aitken & Co., Philadelphia. He withdrew in 1934 and shortly thereafter was elected treasurer of Philco Radio & Television Corp. In 1940 he became treasurer of Philco Corp.

Craven in Charge

FOR THE next fortnight Commissioner T. A. M. Craven will serve virtually as a one-man FCC, due to the absence of other members from the city. Chairman James Lawrence Fly and Commissioners Paul A. Walker and Ray C. Wakefield are attending the annual convention of the National Assn. of Railroad and Utilities Commissioners in St. Paul Aug. 26-29, with the chairman scheduled to address the session. Commissioner Norman S. Case is at his home in Rhode Island, recuperating from a recent illness. Commissioner George H. Payne has been absent from Washington for several weeks.

Network Accounts

All time EDST unless otherwise indicated.

New Business

GROVE LABS., St. Louis, on Oct. 6 will start the *Westerners* on 65 NBC-Red stations, Mon. Wed., Fri., 7:45-8 p.m. (EST), with rebroadcast at 4:45-8 a.m. (CST) and at 7:45-8 a.m. (MST). Agency: Russel M. Seeds Co., Chicago.

RALSTON PURINA Co., St. Louis (cereal) on Sept. 29 resumes *Tom Mix Ralston Straight Shooters* on 65 NBC-Blue stations, Mon. thru Fri., 5:45 p.m., rebroadcast to the Midwest at 5:45 (CST), and broadcast via transcription on Pacific Coast stations at 5:45 (PST). Agency: Gardner Adv. Co., St. Louis.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Oct. 23 starts *Frank Fay Variety Show* on 76 NBC-Red stations, Thurs., 10:30-1 p.m. (EST). Agency: Stack-Goble Adv. Agency, Chicago.

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy), on Oct. 8 resumes *Meet Mr. Meek* on 60 CBS stations, Wed., 9:30-8 p.m., following a six-week vacation. Agency: Wm. Esty & Co.

LEVER BROS. Co., Cambridge (Lux), on Sept. 8 resumes *Lux Radio Theatre* on 66 CBS stations, Mon., 9-10 p.m. Agency: J. Walter Thompson Co., N. Y.

HALL BROS., Kansas City (greeting cards), on Oct. 5 resumes *Tony Wons Scrap Book* on split network of 38 NBC-Red stations, Sun., 3:15-3:30 p.m. (CST), Tues. & Thurs., 12:15-12:30 p.m. (CST). Agency: Henri, Hurst & MacDonald, Chicago.

Renewal Accounts

AMERICAN HOME PRODUCTS, Jersey City (Kolynos, Bisodol), on Sept. 28 renews for 52 weeks *The Romance of Helen Trent* on 37 CBS stations, Mon. thru Fri., 12:30-12:45 p.m. Agency: Blackett-Sample-Hummert, N. Y.

PEPSODENT Co., Chicago (toothpaste), on Sept. 23 renews for 52 weeks half-hour period on 67 NBC-Red stations, 10-10:30 p.m. *Date With Judy* currently occupies the period, *Bob Hope* will be resumed on Sept. 30. Agency: Lord & Thomas, Chicago.

CAMPANA SALES Co., Chicago (lotion) on Sept. 2 renews for 52 weeks *First Nighter* on 51 CBS stations, and on Sept. 19 shifts the program from Tues., 8:30-8:55 p.m. to Fri., 9:30-9:55 p.m. Agency: Aubrey, Moore & Wallace, Chicago.

ANACIN Co., Jersey City (headache pills), on Aug. 25 renews *Our Gal Sunday* on 50 CBS stations, Mon. thru Fri., 12:45-1 p.m. Agency: Blackett-Sample-Hummert, N. Y.

MID-CONTINENT PETROLEUM Corp., Tulsa, after a successful 13-week test, has renewed for 52 weeks its six-weekly early morning quarter-hour newscast on KDTH, Dubuque. Agency is R. J. Potts Co., Kansas City.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS

DAY AND NIGHT

COLUMBIA AND MUTUAL NETWORKS

Edward Petry Co. National Representative

Fulltime MBS Outlets

WICC, Bridgeport, Conn., now an NBC-Blue and Mutual affiliate, as well as a member of the regional Yankee and Colonial networks, on June 15, 1942, will become a fulltime MBS outlet, discontinuing its connection with the Blue Network. WNAC, Boston, and WEAN, Providence, both NBC affiliates, also switch to fulltime Mutual on that date. Joining Mutual on Oct. 1 are WCAE, Pittsburgh; WFBR, Buffalo, and WGR, Buffalo.

Network Changes

GRIFFIN MFG. Co., Brooklyn (All-White Shoe Cleaner), on Aug. 29 discontinues *Who Knows* on 4 MBS stations, Fri., 10:15-10:30 p.m. Agency: Bermingham, Castleman & Pierce, N. Y.

PRUDENTIAL INSURANCE Co. of America, New York, on Aug. 31 replaces *When a Girl Marries* on 50 CBS stations, Mon. thru Fri., 12:15-12:30 p.m. with *The Family Hour* on 59 CBS stations, Sun., 5-5:45 p.m. Agency: Benton & Bowles, N. Y.

R. B. SEMLER Inc., New York (Kreml), on Aug. 18 added 7 MBS stations to *Gabriel Heatter*, making a total of 22 MBS stations, Mon., Wed., Fri., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

TAYTON Co., Hollywood (cosmetics), on Aug. 22 shifted *Tayton's Tattler* from 6 CBS West Coast stations, Fri., 8:30-8:45 p.m. (PST), to 8 Don Lee Pacific Coast stations, Fri., 6:15-6:30 p.m. (PST). Agency: BBDO, Hollywood.

EVERSHARP Inc., Chicago (pens, pencils), on Sept. 28 adds 11 CBS stations to *Take It or Leave It*, making a total of 71 CBS stations, Sun., 10-10:30 p.m. (EST). Agency: Biow Co., N. Y.

LEVER BROS., Cambridge, Mass. (Lifebuoy soap), on Sept. 19 switches *Hollywood Premiere* on 70 CBS stations from Fri., 9:30-10 p.m. (EDST) to Fri., 10-10:30 p.m. (EDST). Agency: Wm. Esty & Co., N.Y.

JOHNSON & JOHNSON, New Brunswick, N. J. (Band-Aid), on Aug. 19 added 4 CBS stations to *Voice of Broadway* making a total of 68 CBS stations, Tues., 6:15-6:30 p.m. Agency: Young & Rubicam, N. Y.

Wichita Airplane Orders to Reach 500 Million

Sounds like Chamber of Commerce figures, doesn't it? Yet Wichita is already well along the way toward that figure. And new orders continue to pile in.

Looks like this would be a swell time for people with things to sell to start telling the folks in Wichita and in Kansas all about it.

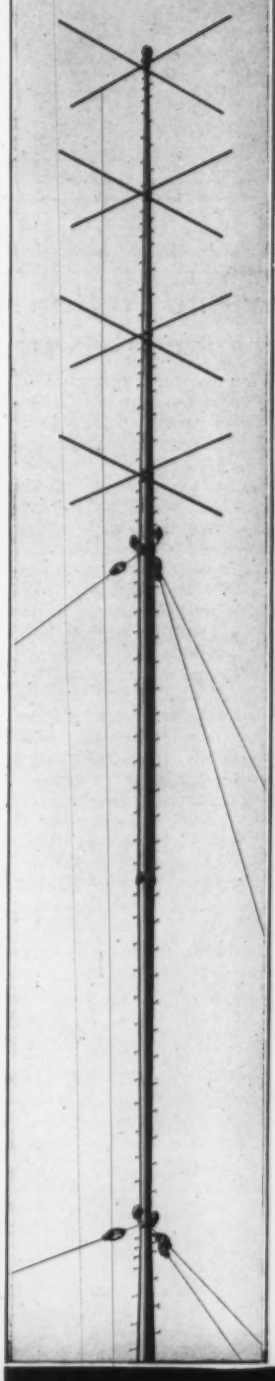
KFBI is ready—with snappy programs—aggressive announcers and responsive listeners. **Are YOU?** Let's go!

The Pioneer Voice of Kansas

KFBI • WICHITA

5000 WATTS DAY • 1000 WATTS NITE

MEETING MODERN NEEDS *Economically*



MONOTUBE VERTICAL RADIATORS

Plus F-M High Gain Arrays

(4 Section Turnstile with Approved Power gain of 2.14)

OFFER YOU THESE ADVANTAGES:

LONGER LIFE √ UNIFORM REACTANCE √ SIMPLE TO DISMANTLE AND MOVE √ GREATER STRENGTH WITH LESS WEIGHT √ 65 TO 100 FEET BETWEEN GUY LEVELS √ FAST DELIVERY AND ERECTION √ LOW MAINTENANCE COSTS √ THE IDEAL UNIFORM CROSS SECTION √ √

★ ★ ★

● All Monotube Radiators are constructed of a series of guyed double-tapered hollow steel tubes designed and guaranteed to withstand pressures developed during a HURRICANE with wind velocities of 100 mph., a one-half inch ice load, and a temperature change of plus and minus 50 degrees Fahrenheit. To this is added a safety factor of 3.6 on the steel and 5.0 on the guy assemblies.

The articulated joint used between the sections prevents the transference of bending moments (introduced by wind) from section to section, thus placing the point of maximum stress in the center of each isolated section; the stress curve falling off to each end.

The taper used in the MONOTUBE sections follows this stress curve, placing the greatest diameter and most material in the center at the point of maximum stress and lessening the diameter and amount of material at the ends at the points of minimum stress.

Each MONOTUBE RADIATOR is individually engineered against power and frequency to properly sectionalize the guy cable assemblies against the eighth harmonic thus eliminating absorption, reflection, and directivity in the cables which would otherwise introduce serious distortion in the theoretical field pattern. Insulation in all cases is designed to maintain non-resonance in the guy cables during adverse weather conditions.

Our attention to these details in the guy-cable design makes the MONOTUBE RADIATORS the ideal units for Directional Antenna Systems.

Write for quotation on your antenna system completely erected, painted, and lighted. Enclose frequency, power, and height.

The BASS CONSTRUCTION CO.

CLEVELAND, OHIO

DISTRIBUTORS AND ERECTORS

Bendix to Sponsor Treasury Program

Show Now Paid for by Texaco To Shift in October

BENDIX AVIATION Corp., South Bend, Ind., will sponsor *The Treasury Hour* for 13 weeks on 100 NBC-Blue stations, Tuesdays 8-9 p.m. (EST), starting on Sept. 30 when Fred Allen returns to the CBS spot, Wednesdays 9-10 p.m. (EST), for the Texas Co.

The Treasury Department announced last Tuesday that Secretary of the Treasury Henry Morgenthau Jr. had accepted an offer by E. R. Palmer, Bendix vice-president and treasurer, to continue the Treasury show through December.

The summertime show, featuring guest appearances by stage, screen and radio stars to promote the sale of Defense Bonds and Stamps, was donated by Texas Co. The Fred Allen show resumes for Texas on 85 CBS stations on Aug. 1.

Publicity Contract

The Treasury Department radio section, headed by Vincent F. Callahan, also has announced that Radio Feature Service Inc., headed by Earle Ferris, will service radio editors with news releases about Treasury programs, which currently include *The Treasury Hour* on CBS, *For America We Sing* on NBC-Blue, and the new *America Preferred*, to start Sept. 6 on MBS.

According to figures released Aug. 15 by C. E. Hooper Inc., *The Treasury Hour* held top ranking in radio audience for the first week in August. Led by the Treasury show with a 9.9 ranking achieved in seven weeks of broadcasting, other favored programs were Bing Crosby, 9.7, Walter Winchell, 9.7, and Rudy Vallee, 9.6.

Fulltime Grant Given For WWVA, Wheeling

APPARENTLY an outgrowth of the recent FCC order banning multiple ownership where duplicating service is involved, WWVA, Wheeling, was authorized by the FCC last Tuesday to operate with 5,000 watts fulltime until Feb. 1, 1942, while holding a construction permit for an increase in power to 50,000 watts.

While the FCC has not made public a list of stations which would be embraced in its multiple ownership-overlapping service ban, it is understood WWVA, with 50,000 watts, definitely would fall into that category by virtue of the operation of a sister station, WMMN, at Fairmont, W. Va. The Commission granted WWVA special service authorization to operate on 1170 kc. with 5,000 watts fulltime in lieu of its present assignment on 1170 kc. with 5,000 watts operating simultaneously day with WOWO, Fort Wayne, while sharing at night with that station. The construction permit for 50,000 watts with unlimited time remains intact.

THOMAS M. KERESEY, for the last 11 years vice-president of Lord & Thomas, has resigned, effective immediately.

Drawn for BROADCASTING by Sid Hix

"So That Stingy Klunk Thinks He Can Take 2% Off My Alimony Check!"

Army and Networks Hold Conferences To Prepare Coverage of War Maneuvers

PLANS for network coverage of the "war" between the U. S. Second and Third Armies, to be held in Louisiana in the latter half of September, were discussed in New York Aug. 20 by members of the Radio Branch of the War Department's Bureau of Public Relations and network special events executives at a meeting at the Roosevelt Hotel in New York.

Difficulties of obtaining live on-the-scene broadcasts during "free maneuvers", which follow no set schedule and occur in a sparsely settled region with a minimum of telephone facilities, were pointed out by the War Department delegation, which told the network men that local stations, whose representatives will accompany single Army units with recording equipment to pick up the best action available for delayed broadcasts, will have all the best of it. [For a detailed description of the radio problems, see BROADCASTING, Aug. 18.]

Radio Aides

Networks will have men attached to both Armies, to insure complete coverage of both sides. It is expected the network crews will include radio reporters who have had experience in broadcasting the European war and who can contrast the real thing with the simulated battles of the maneuvers, which will employ tanks, planes, artillery and all the equipment of warfare at the Armies' command.

To aid broadcasters, the Bureau will assign a radio man to each Army. Brooks Watson will be attached to the Second Army, with headquarters at Jonesboro, La., or Winfield, Ark.; Ross Worthington to the Third Army headquarters at Lake Charles, La.; and Jack Harris at general headquarters for the observation of the maneuvers at Leesville, La. To aid in arranging live broadcasts, a telephone company man will also be stationed at each of these headquarter points. Each Army also will have its own radio staff, as well as press staff, for the first time in the history of war games.

Since the glass discs now in common use for transcriptions are not designed to stand up under the conditions of transport that will prevail during the maneuvers, the Bureau has requested OPM for priorities and has ordered 400 aluminum discs from Presto, contingent on the OPM permission. These discs will be distributed among the station crews covering the war games when and as needed.

These maneuvers, largest peacetime war games ever held, involving some 500,000 officers and men, have evoked such interest in Central and South America, as well as in the United States, that extensive coverage by both shortwave and domestic broadcasting is planned. Already NBC and WLWO, Crosley shortwave station, have arranged for maneuver broadcasts, and other shortwave operators are expected to follow suit.

Conference was attended by Edward M. Kirby, on leave from his position as public relations director of the NAB to serve with the War Department as chief of the Radio Branch, and Messrs. Harris, Watson and Worthington of the Bureau's Radio Branch; Ken Frey and Art Feldman, NBC; Paul White, Bill Slocum and Brewster Morgan, CBS, and Tom Slater, MBS.

News Service Plans

On the previous day the Washington delegation conferred with the radio executives of the news services supplying news to broadcasting stations, UP, PA, INS and Transradio, laying plans for expediting the movement of War Department news to the broadcasters. This assignment will be supervised by Bill Bailey, formerly news editor of WLW-WSAI, Cincinnati. The Radio Branch has volunteered to act as leg man for the news services on all War Department matters and believes it can handle queries in minutes instead of hours it would take a news service reporter to get to the proper individual and secure his information in person.

The Branch is also developing feature broadcast material concerning Army activities, it was said, with the recent appointment of Mrs. William Hobby, vice-president of KPRC, Houston, as coordinator of women's news cited as an example.

BETTER FACILITIES GRANTED STATION

POWER increases to 5,000 watts fulltime were granted three regionals by the FCC at its special meeting last Monday. Action was taken by Commissioners Craven and Walker, under the temporary "no quorum" rule.

WHIO, Dayton, was granted reinstatement of a construction permit to install a new transmitter and a directional antenna for night use and increase its night power to 5,000 watts. The station has had a construction permit, which has expired, to use 1290 kc. with 5,000 watts day and 1,000 watts night.

WTOC, Savannah, was granted modification of a construction permit to increase its night power to 5,000 watts and make changes in its directional antenna. The station now has a construction permit for 1290 kc. with 1,000 watts night and 5,000 watts day.

WRDW, Augusta, Ga. on petition to reconsider and grant without hearing its application for Class III-A facilities, received favorable action from the FCC. In granting the petition, the Commission authorized the station to shift frequency from 1490 to 1480 kc. and increase its power from 250 watts to 5,000 watts fulltime.

KFPW, Fort Smith, Ark., received favorable action on its petition to reconsider and grant without hearing its application for renewal of license. A hearing heretofore scheduled was cancelled. The station operates on 1000 kc. with 250 watts.

Camille Spots

CAMILLE Inc., Morristown, N. J., in September will run two eight-week local campaigns, one for Run-R-Stop on WHK, Cleveland, and the other for a new mascara cream on WJBK, Detroit. Run-R-Stop is a preparation to stop runs in stockings and will be promoted by twice-weekly five-minute spots. On WJBK, the cream will be promoted on evening spot announcements placed before or after musical programs. Agency is Hudson Advertising Agency, New York.

Iodine Spots

IODINE EDUCATIONAL Bureau, New York, to promote the use of iodine, is using one-minute transcribed announcements three times a week on WLW WLS WHO WHK KFAB WIBW KFEQ KWK WHP WSAN WHEC WJW WNBF KSTP KROC KYSM KOIL KFPW KOTN. Agency is Simons & Simonds, Chicago.

Leadership in Library Service

Circles Are Round . . .

. . . not a very sage observation, you say; but be patient, we're leading up to something.

▼ ▼ ▼

Standard Program Library discs are circles—perfect ones. (We're creeping up to our point now—be there any paragraph.) And what makes our discs go "circling" 'round on turntables in well over 300 stations, is the fact that the Standard Program Library "en-circles" the musical requirements of radio stations . . . *completely*. (Got there, didn't we?)

▲ ▲ ▲

F'instance, take the way in which we've been meeting the dance band requirements of our station subscribers. Wasn't it just last month that we added Dave Rose and his Orchestra, as well as Abe Lyman and Will Osborne to our already great circle of name bands? And we circle right back to give more of the same this month.

▼ ▼ ▼

What's more, we keep right on adding new tunes by dance bands after our first releases, so's our stations will have enough selections by each orchestra to do a "name" program series. It's pretty important, that follow-through.

▲ ▲ ▲

In case you'd like to tie-in with the current "V for Victory" campaign, you will be interested to know that our Super Sound Effects disc No. 57 contains a series of V's in Morse code—three dots and a dash.

▼ ▼ ▼

Maybe—and mind you we're just suggesting this—maybe you'd like to join our circle of subscribers? If so, just write us today for the full story of Standard Tailored Transcription Service, Standard Spot-Ads and Standard Super Sound Effects!

WELCOME TO:

KROS—Clinton, Iowa
WCRS—Greenwood, So. Carolina
WLBJ—Bowling Green, Kentucky
KFMB—San Diego, Cal.
WMBI—Chicago
WBBB—Burlington, No. Carolina
KROC—Rochester, Min.

Largest List of Active Subscribers!

. . . SO MANY FLATTERING COMMENTS . . .

KBUR

BURLINGTON BROADCASTING COMPANY
NATIONAL BANK BUILDING
BURLINGTON, IOWA

August 19, 1941

Mr. M. M. Blink
Standard Radio
360 North Michigan Ave.
Chicago, Ill.

Dear friend Milton:

KBUR has received so many flattering comments concerning our transcription service, that I felt it only fair to pass the bouquets on to you.

In my opinion, the quality of the transcriptions surpass anything which I have heard. The unusual variety and fine balance of types make programming extremely simple.

Winchell might hand you an orchid but "Josh Higgins of Finchville" gives you an old fashioned, sincere handclasp of appreciation.

Very cordially yours,

BURLINGTON BROADCASTING CO.

Joe Du Mond, Gen. Mgr.

JD:MW

PROOF OF LEADERSHIP . . . IN OUR DAILY MAIL

ARE THE TRANSCRIPTIONS you offer your listeners merely taken for granted? . . . or are they so vital, so commanding in scope and musical quality that they draw expressions of appreciation from sponsors and listeners alike? . . . Standard subscribers often receive favorable comments from their audiences . . . indicating that listeners appreciate the difference between superb musical entertainment and "just music" . . . The Standard Program Library has what it takes to win and hold audiences . . . showmanship, variety, musical excellence . . . explaining why the *largest* list of active subscribers say "Yes" when asked:

"Are Your Transcriptions Up to Standard?"

Standard Radio

HOLLYWOOD CHICAGO

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